



**SAMS**

Scottish Association  
for Marine Science

# HEALTHIER OCEAN. STRONGER PLANET.

## Fundraising Guide

Your support will help researchers and scientists at SAMS unlock the incredible **POWER** of the seas, enabling us to protect our ocean, for people, and for planet.





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# Why should I fundraise for SAMS?

The ocean is the **LARGEST** and most **IMPORTANT** ecosystem on our planet. It produces most of the oxygen we breathe, is critical to controlling our climate and recycles most of our waste.

By creating a healthier stronger ocean, we can tackle some of the most **URGENT** issues facing the world **RIGHT NOW**, such as climate change, loss of biodiversity, and providing sustainable resources for our growing population.

Your support helps researchers and scientists at SAMS to unlock the incredible **POWER** of the seas, enabling us to protect our ocean, for people, and for planet.

## And the truth is, we simply can't do this alone.

As a Scottish Registered Charity (no. SC009206) SAMS relies on generous funding and donations to deliver our ground-breaking environmental research.



# How will my fundraising help?

**Your INCREDIBLE fundraising will help our scientists learn more about how the marine environment works.**

Understanding why the oceans are changing and looking at how we can use them to help mankind tackle BIG ISSUES such as climate change and loss of biodiversity, means we can better PROTECT our planet.

All the generous donations you raise will help us contribute to:

- PREVENTING further damage of our oceans
- PROTECTING the health of the ocean, and the species of animals, plants and tiny organisms living in it
- PREPARING ourselves for the future, by using the ocean to better anticipate climate change and utilising its benefits in sustainable and responsible ways

It's a BIG challenge. But you being part of it is AMAZING!





# What are the next steps in my fundraising adventure?

It's super easy to start supporting SAMS. Just follow these 7 simple steps:



## 1. Choose your fundraiser or plan your event

Use your imagination, take inspiration from others, or use this guide to find an activity that you enjoy doing that you can make into a fundraiser. If you're tempted to do an event, think of the practicalities involved including, venues, dates, and costs as well as anything like catering, toilets or accessibility. There's more in the KEEPING IT SAFE section of this guide.

## 2. Set up your JustGiving page

Go to [www.justgiving.com/sams-scot](http://www.justgiving.com/sams-scot) to set up your donation page or remember to choose the Scottish Association for Marine Science (SAMS) as your beneficiary charity. It's quick, easy, and you don't need to worry about handling cash. Even better, your donors who are taxpayers can Gift Aid their donations, allowing us to claim an extra 25% of their donated amount from the HMRC – at no cost to them!

## 3. Tell us about it

Drop us a line via [fundraising@sams.ac.uk](mailto:fundraising@sams.ac.uk). We'd love to hear from you, and we'll support you in any way we can. Depending on what you're doing, we may need to supply you with a letter of authority, sponsorship form or some extra guidance.

## 4. Spread the word

Promotion is the key to a successful fundraiser or event, so spread the word as far and wide as you can. Tell your friends, family, workplace and schools, share on social media, or consider getting permission to put up posters.

A personal story is a powerful way to encourage people to give, so tell people about why you LOVE the ocean, and why it's special to you. And don't forget to tag us in so we can give you a BIG LIKE!

## 5. Manage your donations

If you're raising funds through JustGiving, you don't need to do anything else. Your donations will come directly to us.

Any cash you've raised in-person should be banked as quickly as possible. Keep it in a safe and secure location until you can get to the bank. And make sure two unrelated people count the cash and keep a record of what was raised.

The Code of Fundraising Practice provides more guidance to help you with this.

## 6. Say thank you

When you've reached your target don't forget to thank the people who helped you and donated to your fundraiser. They'll want to know how brilliantly you've done and how much you've all made a difference together.

## 7. Let us know

We'd love to hear your stories. And all our fundraisers will receive a special certificate to say a HUGE THANK YOU from all the team at SAMS. Email us at [fundraising@sams.ac.uk](mailto:fundraising@sams.ac.uk) and let us know when you've finished!





"IN A WORLD FACING CLIMATE EMERGENCY, PLASTIC WASTE CRISIS AND UNPRECEDENTED SPECIES EXTINCTION RATES, IT CAN BE VERY EASY TO FEEL DEFEATED. BUT OUR OCEANS ARE A POWERFUL TOOL IN TACKLING THESE CHALLENGES HEAD-ON. BY FUNDRAISING FOR SAMS, YOU'RE ENABLING US TO DO MORE TOWARDS CREATING A HEALTHIER OCEAN FOR A STRONGER PLANET. AND THAT IS AN AMAZING CONTRIBUTION."







# Choose your fundraiser



Suitable for indoors



Environmentally friendly



Outdoor Activity



Suitable for schools & community groups



Family-friendly



Grown-up supervision required



Physical activity



Grown-ups only please



New skills



Suitable for digital or virtual



Great for ocean lovers



# Turning the tide

Spring clean, change old habits, or start something new...



## Community clean-up

Organise a sponsored community clean and get your neighbourhood looking spick-and-span. Not only a positive action for the environment, but great for socialising and packing in some physical activity. If you're lucky enough to live by a beach, then do a plastic pickup to help all the lovely marine wildlife that lives there.



## New year, new you

Set a New Year or mid-year resolution which is going to improve your life. Whether that's committing to the gym, giving up an unhealthy habit, learning a new language or doing 10,000 steps a day, pop 50p in a jar every time you break your resolution and donate it charity.



## Waste not want not

As the saying goes, 'one person's rubbish is another's gold'. Declutter your home and stop waste going to the tip, whilst also raising vital donations for your favourite charities. Sell your old clothes, shoes and other household items on an online platform, or do a lawn sale if you can.



## Old habits die hard

Give up your morning coffee? The mid-morning chocolate bar perhaps? Or the beer after work? How long can you do it for? Set yourself a target and get sponsored. Maybe even get competitive with your friends to see who can hold off the longest!



## A creative impulse

Take up a new handmade skill and 'sell' your arty results for donations directly to charity. From knitting cute sea creatures, to painting your favourite beach landscape, why not make your creative outputs marine-themed so you can raise awareness about the work of SAMS too!



## The gift of generosity

If you've already got everything you could possibly want, why not ask your friends and family to donate to a charity in lieu of gifts. Whether it's Christmas, birthday or another celebration, making donations is a great way to make a difference to something you care about, and reduces the waste caused by unwanted gifts.





# The deep dive

Put a marine twist on some of your favourite fundraisers...

## The 68k Challenger Challenge

SAMS' founder Sir John Murray was part of the 1872 Challenger Expedition, a grand tour of the world covering 68,000 nautical miles. Can you do 68,000 steps in a week? How long would it take your local cycling club to cover 68,000 miles? What can you create by knitting 68,000 stitches?



## Deep blue dance-off

Put together a play list of ocean and beach-themed songs, clear the deck, and start a sponsored dance-a-thon. It's a great way to have fun with your friends, throw some shapes, and to raise funds for your favourite marine charities.



## Jump in at the deep end

Do a sponsored swim for SAMS. Whether it's in a local swimming pool, with your local wild swimming group, or with your school swimming club, get your goggles on and set yourself an epic target. Keep sharing updates on your swim on your fundraising page and social media to get your sponsors excited!



## The Mariana Trench 7-Mile Challenge

The deepest known area of the Earth's oceans is known as the Mariana Trench and its deepest point measures 11km, which is almost 7 miles! Organise a 7-mile sponsored walk or, if you're super fit, do a daily 7-mile challenge. What creative 7-mile challenges can you think up?



## Treasure hunt

There are so many tales of treasure lost at sea, so why not create your own above-water treasure hunt for charity. Set up clues to answers dotted around your local town or village and ask participants to donate to take part. If you're tech-savvy, why not consider a geocache treasure hunt instead.



## Big screen ocean magic

A 24-hour sponsored film-a-thon sleepover with your friends is given a marine twist – by only watching sea-themed films. From Finding Nemo to Jaws, 20,000 Leagues Under the Sea to Titanic, pick your favourites, stock up on popcorn, and get your friends to donate to take part.





# Gather your shipmates

Get your friends, family, colleagues, or schoolmates involved...



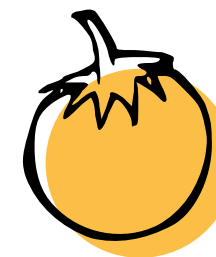
## Pub Quiz

Everyone got their quiz on during the pandemic, so use that freshly honed knowledge to do a quiz night for charity. Virtual or in-person, be as creative with the rounds as possible. From 'name that beard' to 'guess the celebrity pet', general knowledge to, oh I don't know, a marine-themed round, you'll be surprised how much you could raise.



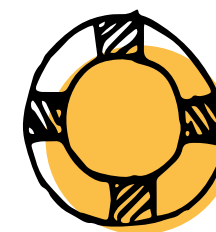
## Sustainable Bake Sales

Who doesn't love eleveses? Organise a bake sale at your work or school and showcase your baking skills. Use sustainable ingredients and minimise plastic to share an important message about how food effects the environment, as well as raising money for your favourite charities. Delicious.



## Ready steady cook

Test your culinary skills and host a charity dinner party for your local friends and family. Why not consider a theme related to the charity you're supporting – for instance, a sustainable fish supper would be great for SAMS.



## Row, row, row your boat

Either using machines at your local gym, or hiring one for the workplace, get a rowing team together to cover an epic distance. This is one of the oldest but most loved fundraisers; set a target distance and a time limit and let your legs and arms do the rest!



## Gaming for Good

Gaming for good has become HUGE. Host an online tournament or livestream favourite games on Twitch and link it directly to your JustGiving page! Not only can your gaming community watch you, but now they can sponsor you from all over the world – and that's incredible.





# FREQUENTLY ASKED QUESTIONS

## HOW CAN I GET MY SPONSORSHIP MONIES TO SAMS?

There are a number of ways you can get your sponsorship monies to us:

- **Online:** if you've set up a fundraising page on JustGiving you don't need to do anything else. The money will come directly to us. If you've done a cash collection and banked the donations, pay in the donations on our website [link tbc].
- **In the post:** send us a good old-fashioned cheque in the post and we'll bank it as soon as we can. Please don't send cash in the post to us though!
- **BACS:** if you would rather transfer the funds directly, email us on [fundraising@sams.ac.uk](mailto:fundraising@sams.ac.uk) and we can send you our details.

## WHAT DO I GET ONCE I'VE PAID IN THE MONEY I'VE RAISED?

Once you've paid in your fundraising, we'll send you a letter of thanks to show appreciation for all your amazing efforts and support. We'll also include a certificate to show how much you've raised and how brilliant you are helping us create a healthier ocean for a stronger planet!

## CAN I USE THE SAMS LOGO?

Please contact [fundraising@sams.ac.uk](mailto:fundraising@sams.ac.uk) if you want to use our logos. We can then send the right logo file and can check how and where you'll be using the logo. Alternatively, we can send you our official fundraising resources. Depending on what you're doing, you may also need a letter of authority or a commercial participation agreement so do let us know.

## AM I INSURED BY SAMS WHEN I'M FUNDRAISING?

SAMS cannot accept any liability or responsibility for anything that may happen as part of your fundraising activities. Please remember that you are responsible for ensuring your fundraising is safe and legal. We've included some helpful tips in this guide to support you with this.

## CAN I STILL FUNDRAISE DURING COVID-19?

Of course you can! In fact, there have been some AMAZING fundraising efforts during the pandemic. There are lots of great things you can do from home, on your own or in small groups, so you should be able to find a fundraiser that's right for you. Bear in mind that everybody is different and, like with all fundraising, never make people do anything they don't want to.

## WHAT IS "IN AID OF" FUNDRAISING?

Using the expression 'in aid of' when fundraising distinguishes your fundraising from ours. When you talk about your fundraising, please make sure you are making clear you are "raising funds in aid of the Scottish Association for Marine Science". Do not represent the charity and please don't talk about our policies on specific issues.

## WHAT IS GIFT AID?

If you're a UK taxpayer, Gift Aid is a government scheme that increases the value of your charity donations by 25%. We can reclaim the basic rate of tax from HM Revenue & Customs (HMRC) on your gift to SAMS at NO EXTRA COST to you. This means for every £1 you give, we will receive £1.25, making your donations go further!



# Keeping your fundraising legal

If you are organising fundraising in aid of SAMS, please be aware that you are responsible for carrying it out safely and legally.

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| <ul style="list-style-type: none"><li>• The Fundraising Code of Practice has advice on different types of fundraising broken down into easy to digest chapters, so it's super easy to use! This will help you ensure that your fundraising is legal, open, honest and respectful.</li><li>• Fundraising should always be fun! Never force anyone to give a donation or to get involved in your activity if they don't want to.</li><li>• You may need specific licenses or permissions for things like hosting an event, collecting money publicly, running a raffle, auction, or lottery, and serving alcohol at an event. Please check with</li></ul> | <p>the venue owner and/or local authority for guidance.</p> <ul style="list-style-type: none"><li>• If you're likely to be handling cash at an event or activity, make sure at least two people are around when money is being handled and counted. Collect cash using a secure container and bank the money as soon as possible.</li><li>• If you're considering running a lottery, prize competition or free draw, you need to follow any required gambling regulations, including laws relating to allocating prizes fairly. Please check the Gambling Commission guidance BEFORE you start.</li></ul> | <ul style="list-style-type: none"><li>• A letter of authority from us shows that we are aware of you fundraising "in aid of SAMS", but you must still obtain any permits/licences from relevant authorities to continue with your fundraising. Your letter of authority must be available for anyone who requests to see it.</li><li>• If you are under 18 and thinking of fundraising, always ask a trusted adult to help you.</li></ul> <p><b>This advice given is not exhaustive, it is simply for guidance to help you organise your activities, so please consider other potential risks, and seek further advice where required.</b></p> |
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# Keeping your fundraising safe

When you're organising a fundraising event of any kind it's important to identify the potential risks and hazards so that everyone involved stays safe and protected.

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| <ul style="list-style-type: none"><li>• Only collect donations or ask for sponsorship from people you know or trust. Use your social networks to help improve your reach, but never put yourself into a difficult situation.</li><li>• Fundraising can be an incredibly rewarding experience for young people. But make sure anyone under the age of 18 is always supervised by a trusted adult during their fundraising activities.</li><li>• If you're organising your own fundraising event or activity, you are responsible for making sure the event has sufficient insurance. SAMS is unable to</li></ul> | <p>provide public liability cover for your event.</p> <ul style="list-style-type: none"><li>• Carry out a risk assessment if you're organising an event or an activity. You could also contact your local council for resources and guidance in your local community, or search for templates online. Think about emergency evacuation procedures and first aid.</li><li>• If you think there may be children attending your event, you will need to consider whether DBS or Disclosure Scotland checks are required.</li></ul> | <p><b>This advice given is not exhaustive, it is simply for guidance to help you organise your activities, so please consider other potential risks, and seek further advice where required.</b></p> |
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# THANK YOU FOR FUNDRAISING IN AID OF SAMS!

For 140 years, we've DEDICATED ourselves to building a foundation of marine knowledge, enabling us now to tackle head-on some of the most complex and important challenges humankind has ever faced.

YOUR fundraising will boost resource and capacity, enabling OUR researchers and scientists to do even more but critically, even faster; unlocking the incredible power of the seas and enabling us to protect our ocean, for people, and for planet.

If you have any questions about keeping your fundraising safe and legal, please email [fundraising@sams.ac.uk](mailto:fundraising@sams.ac.uk) or visit the following websites for more guidance:

Office of the Scottish Charities Regulator: [www.oscr.org.uk](http://www.oscr.org.uk)

Scottish Fundraising Adjudication Panel: [www.goodfundraising.scot](http://www.goodfundraising.scot)

Fundraising Regulator: [www.fundraisingregulator.org.uk/code](http://www.fundraisingregulator.org.uk/code)

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