



SEA LIFE TRUST

Protecting Our World's Oceans

SEA LIFE TRUST DIY FUNDRAISING PACK

SEA LIFE TRUST is a charity registered in England & Wales (1175859) and company limited by guarantee (10833916)
Both are registered at Arbor Building 16th Floor, 255 Blackfriars Road, London, SE1 9AX.

OUR WORLD

OUR OCEANS

HEALTHY

PROTECTED

FULL OF DIVERSE LIFE

WHO WE ARE

Protecting our world's oceans and the amazing marine life that lives within them

Thank you for supporting **SEA LIFE TRUST**. By fundraising for us, you're helping to strengthen our work to protect marine life, support vital rescue and rehabilitation efforts, and help create safer, healthier oceans for wildlife around the world.

We advance global conservation, provide pioneering sanctuaries, and inspire people to help protect our world, together.

Our vision is of a world where our oceans are healthy, properly protected, and full of diverse life. We champion the need for plastic-free oceans and an end to over-exploitation of marine life through our global projects and campaigns, as well as at our sanctuaries.

Our mission is to develop, deliver, and support conservation projects and campaigns around the world, working with local communities to engage and educate about the ecosystems that all life needs to survive. We want to affect positive change for future generations and make a measurable difference to the protection of marine and freshwater wildlife, as well as progressing the development of our two animal sanctuaries.

Thank you for being a part of our journey and for making waves to protect our oceans. We couldn't do what we do without your support!



**Advancing
Global
Conservation**



**Providing
Pioneering
Sanctuary**



**Inspiring
Positive
Change**

YOUR IMPACT

Your fundraising makes a real difference!

Your support makes it possible to:

- **Rescue and rehabilitate seal pups in need of care** at the Cornish Seal Sanctuary, giving them expert care until they're ready to return home to the sea
- **Care for our resident beluga whales, Little White and Little Grey**, providing daily food, specialist veterinary care, and a safe environment at the Beluga Whale and Puffin Sanctuary
- **Support puffin rescue and release efforts**, helping vulnerable birds recover and safely make their way back to the ocean during puffling season
- **Fund conservation projects and education programmes** that reduce threats to marine species and inspire people to protect our oceans

And beyond all of this, every gift helps support our vital work for oceans and marine life.



WAYS TO FUNDRAISE

Put the 'Fun' in Fundraising!

You can fundraise in almost any way you like. The best ideas are often simple, fun, and easy to take part in!



At home or in your community

- *Bake sale*
- *Beach clean or litter pick*
- *Birthday or celebration fundraiser*
- *Open garden or coffee afternoon*
- *Car wash*

Schools and youth groups

- *Non-uniform day*
- *Art or creative competitions*
- *Eco-themed events*

At work

- *Charity breakfast or lunch*
- *Quiz, games session, or raffle*
- *Match funding*
- *Donate through sales or products*



Challenges

- *Abseil, zip wire, or skydive*
- *Run, walk, cycle, or swim*
- *Hiking or climbing*
- *Personal pledges (e.g. plastic-free week)*

HOW TO GET STARTED

Follow these simple steps to begin fundraising for SEA LIFE TRUST:

1

Choose your idea and set a goal

Pick something fun and achievable and decide how much you'd like to raise.

2

Create your fundraising page

Set up an online fundraising page via the fundraising platforms (JustGiving or Raisely) or use a QR code provided by our team.

3

Spread the word

Share your plans with colleagues, friends, family, or guests.

4

Celebrate & say thank you

Have fun, take photos, and celebrate what you've achieved. Don't forget to say thank you to the supporters.

5

After your event

Send any offline donations to us and share your story and photos – we'd love to hear how it went!

✉ help@sealifetrust.com



 **Raisely**

Powered by **Velora**

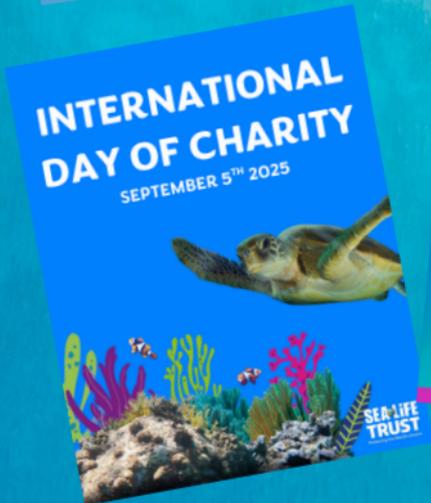
JustGiving™

INSPIRATION FROM OUR SUPPORTERS

In 2025, supporters across SEA LIFE TRUST helped raise funds and awareness for ocean conservation. From personal challenges to global initiatives, these activities show just how much we can achieve when we come together.

We hope these ideas inspire you to take part in one of our upcoming fundraising campaigns next year!

Keep an eye on our socials, or feel free to get in touch with our team.



KEEPING IT SAFE & SIMPLE

When fundraising in aid of SEA LIFE TRUST, please remember:

- Funds raised using the SEA LIFE TRUST name should be donated to the charity
- Fundraising activities should be planned and run safely
- You are responsible for carrying out a basic risk assessment for your event
- If you're unsure about anything, our team is here to help!

NEED SUPPORT? WE'RE HERE FOR YOU!

SEA LIFE TRUST can provide:

- Posters and templates
- A dedicated QR code for donations
- Sponsor forms
- Logos and branding guidelines
- Social media assets
- Photos for promotion

If you have any questions or would like support planning your fundraising, please contact: help@sealifetrust.com

We can't wait to hear all about your fundraising.
Together, we're protecting marine life and creating safer futures for our ocean!

