



Caring for seafarers
around the world

Corporate Partnerships





The Mission has a high level of expertise and a proven track record of working with corporate partners across the industry.

This brochure sets out to share with you the benefits of a partnership, whilst making a positive impact on seafarers' lives.

We focus on your company's aims and objectives and match these to areas of our work. In doing so, we present you with business and marketing opportunities to enhance your image by association with a leading maritime charity, satisfy Environmental, Social, and Governance (ESG)/Corporate Social Responsibility (CSR) reporting requirements and offer volunteering and team building events. Our approach is that of mutual collaboration and progress, with a common aim to improve seafarers' lives.

Represented in 200 ports across 50 countries, we are more likely than any other organization to reach your seafarers at some point in their lives. Our network of Port Chaplains, Seafarers Centre staff, and Family Support Service personnel are well trained and on call 24/7. This service is free on delivery.

We invite you to play your part and to come on a journey with us and find out more about how your company can help seafarers, whilst at the same time increasing your business opportunities.

Global Vision

During the pandemic, we launched our Chat to a Chaplain digital service, enabling seafarers to access support, advice, and simple friendship online 24 hours a day. This was an important development and has influenced the direction of our new Global Strategy which commits us to a hybrid approach, building digital platforms to support effective outreach to crew and their families, alongside our physical face-to-face presence which remains vital.

Our Seafarers Happiness Index has become an important benchmark for the industry but relies on seafarer Internet to take part, and not all seafarers have access to WiFi. Our WeCare educational and mental health support programmes have now been brought entirely online and we will be launching our new Happy at Sea App in 2022.

In addition, we plan to establish new Key Welfare Hubs in strategic locations where large numbers of seafarers pass through, offering a more comprehensive and effective service.

HRH The Princess Royal, our President recalls: *"The Mission to Seafarers has a long and proud history of breaking new ground in maritime welfare, while remaining faithful to its core purposes and values. You have great traditions on which to build, and some well thought out plans for the next five years. You also enjoy valuable partnerships, and a high degree of respect from the shipping industry within which you have played a crucial part for 166 years. The great success in fundraising over the past two years is evidence of the strong bond which exists between you and the industry, and I want to pay tribute to all involved in these efforts."*



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The Mission to Seafarers relies on voluntary donations to provide a free service to seafarers in need around the world.

Port-based welfare

The Mission to Seafarers is one of the largest international maritime charities in the world. Our port-based staff meet seafarers when they come into port and provide them with practical, emotional and (when asked) spiritual support. We support seafarers regardless of nationality, faith, or no faith.

Practically, we will transport seafarers to wherever they want to go. This may be the pharmacy, leisure facilities, shopping mall or to transfer money. The most regular request by far is to reach a WiFi signal. It is little appreciated that not all seafarers have access to WiFi on board and for those that do, the cost can be high. We provide SIM cards and MiFi units to make life easier for them.

It is difficult to see a seafarer in tears, offering many thanks for the gift of a small piece of plastic – a pre-loaded SIM card.

Throughout the pandemic, we have delivered truckloads of shopping for seafarers unable to get ashore.

This might be a few items of shopping to you, but it is a lifeline to them.

Emotionally, we are on hand to celebrate the good times, like a birth of a child, and the sad times when a seafarer loses a loved one. Throughout the pandemic, providing mental health support to seafarers has been important to give them the tools they need to cope.

The duty officer closed the door, put his back against it and wept. I hugged him and assured him he was free to show his emotion to me; that's part of my role as a ship visitor.

Spiritually, our Port Chaplains will offer prayer and blessings to those unable to reach places of worship.

Abandonment

In addition to our port-based welfare work, we assist seafarers who have been abandoned by their operators. Each year, around 70 ships are abandoned by unscrupulous shipowners who have encountered financial or legal problems. They literally vanish, leaving crews unpaid and unable to get home. We work with the authorities to recover their wages and resolve the situation. A crucial part of our work involves liaising with and supporting seafarers' families who are often besides themselves with worry and facing financial ruin.









Pacific Basin

Pacific Basin Shipping support for our Family Support Network – an example of mutual benefit from project funding.

The Mission to Seafarers runs a successful Family Support Network (FSN) in the Philippines. Its objective is to support the families of seafarers who face challenges each day, often whilst their seafarers are away. Clustered around seven chapters, these communities are self-supporting, but under the guidance of our Country Manager and her team.

The team meet regularly with the groups, either face-to-face or virtually, to share with them the advice and guidance they can offer. This includes counselling, social and welfare services, health, financial and legal signposting.

The team run regular training sessions using the Mission's bespoke WeCare training in social communications and financial wellbeing, aimed at improving communications between the seafarer and his family. The financial training provides the tools for budgeting, planning and sharing funds with relatives, and how to handle these situations. We believe this training is vital to the mental wellbeing of the seafarer and consequently his/her safety at sea.

Corporate Support

We are delighted that Pacific Basin Shipping (PBS) has agreed to fund one-third of this service for three years. In recognising this support – the Mission has issued a press release, branded its minibus, undertaken social media activity, will produce an annual report on its work, and added PBS to our website. Our stories and testimonials will also support CSR requirements for PBS. We have also welcomed PBS's families into our networks.

Mr Martin Fruergaard, CEO of PBS, commented:

"Our seafarers continue to be the backbone of our business, and their dedication, loyalty and professionalism – despite the hardships – enables our company to continue to provide reliable service to customers in good times and bad."

"Our contribution to this worthy cause is one of the ways we can help to support both seafarers and their families, who are also part of the wider Pacific Basin family. The Mission to Seafarers' Family Support Network helps by providing assistance and support to families which is vital while their seafarers are away at sea"

PBS have gone on to run WeCare webinars for their own seafarers and their families.



HFW provide fundraising and pro bono support to the Mission.

HFW have supported the Mission's work since September 2017. There have been countless benefits from the partnership which has covered both fundraising and important pro bono legal work.

Since the Mission was formed in 1856, the organisation has grown, developed and adapted in different ways around the world. Consequently, the structure, governance and charity registrations have evolved, and not rolled out in a unified way. The partnership has opened the opportunity for us to draw on the extensive HFW legal expertise so that we could address the concerns which our IHQ and Trustees had identified, as well as others we discovered.

Our staff who work with HFW readily recognise that MTS is getting exceptional service, expertise, value and cost savings.

As well as the enormous cost savings, the benefits of the HFW pro bono assistance can be measured in higher levels of quality, reassurance, and the certainty that we are receiving a service far greater than any we could have secured.

It is difficult to fully do justice to the impact of this service and how valuable it is to the continuation of so many of our services. We are a far stronger and better prepared organisation as a result of this pro bono support.

Fundraising

Working with HFW offices worldwide, the Mission team was able to maximise staff engagement and fundraising, running Global Days of Action in London, Singapore, Hong Kong and Australia. This helped with staff communication, team building and networking. Donated items from the office in Dubai directly helped seafarers and provided auction prizes.

"I believe the best causes are those which choose you and the welfare of seafarers is close to my heart".

— Paul Dean HFW



Eastern Pacific Shipping Global Fundraiser in memory of Sammy Ofer's 100th Birthday.

In February 2022, Eastern Pacific Shipping (EPS) initiated a global fundraiser which raised in excess of S\$1.5m. They did this by challenging their customers, suppliers and staff to walk, run or cycle as many kilometers as they could with a combined target of 100,000 km and S\$1m. Doing this in memory of Sammy Ofer, an icon in the industry, provided additional leverage and impetus to the initiative.

The result was that companies from across the globe took part and donated generously in aid of the Mission's work with seafarers. There was considerable media coverage of the activity which was important for all concerned.

The Mission created a Statement of Intent to share with the donors so they could see where the money they donated was intended to be spent. Primarily, a large amount was allocated to building Sammy's Centres, modular centres to be located within the port confines providing accessible services for visiting seafarers. In addition, funds are allocated to the development of Singapore as a Mission Key Welfare Hub seeing vast numbers of seafarers transiting there. Funds have also been allocated to our Family Support Networks in the Philippines and in India.



Not only did the Mission benefit financially so it could roll out additional and new services for seafarers, but it has also connected us with many more corporate supporters, enabling us to build on our corporate partnerships, lasting long into the future.



UK P&I Club fund WeCare

Initially established to recognize the 150th Anniversary of the Club, the Mission's WeCare training programmes have been developed and refined to provide positive impact on seafarers' lives.

WeCare social communication and WeCare financial wellbeing is offered to seafarers and families. The former was devised on the basis that a lack of communication or wrongly worded communications had resulted in several suicides reported by our frontline teams, and we felt it was important to address the root cause of the problem. The financial wellbeing package was put together to help seafarers deal with financial concerns - overspending and pressure from family members for access to the seafarers' money often result in additional pressure on returning seafarers. These factors, and feelings of hopelessness at being unable to resolve these issues whilst at sea, impacts on seafarers' mental health, as well as their safety and that of the crew, ship and cargo.

The courses are delivered face to face or virtually (Zoom sessions or online e-learning platforms). We encourage your company to sign up for these important courses.

The investment by the UKP&I Club (which is in its fourth year) has been made available to 50,000 seafarers. This ongoing funding has been vital to the refinement of the courses and to the conversion to an e-learning facility due to the pandemic.

The UKP&I Club have their branding on all the materials. We have run press releases, submitted the WeCare suite of programmes for industry Awards – leading to a Highly Commended at the Safety at Sea Award in 2020 - and worked with the Club in delivering a webinar to its membership.

We encourage all companies with seafarers to get in touch with us to progress implementing the WeCare training – following the example of MSC, Columbia, BSM and many others.



Our President, HRH The Princess Royal.

Our President, HRH The Princess Royal, continues to be a strong supporter of the Mission's work. During 2019, she attended a Church service and special lunch in Yokohama, Japan. This helped the Mission open doors to a new corporate supporter network, as well as providing a valuable thank you to our existing grassroots supporters, staff, and volunteers.

Each year, HRH The Princess Royal is invited to attend our Festival of Nine Lessons and Carols, following which she meets with our corporate and individual supporters to thank them for their contributions.

In 2022, HRH visited the Port of Southampton and, with the assistance of Associated British Ports and Wallenius Wilhelmsen, met with seafarers on board the MT Tortuga, recognizing the challenging time they had during the pandemic.

HRH also visited the Port of Rotterdam Seafarers Centre and planted a tree in celebration of HM The Queen's Platinum Jubilee, meeting there Kathy Hill, our volunteer, who presented her with a posy of flowers, as she did on a previous visit in 1992.

Our Vice President, Esben Poulsson.

We extend our most grateful thanks to Esben, who joined the Mission in 2020 as one of our two Vice Presidents. He has been instrumental in encouraging many companies to donate to our Flying Angel Campaign in 2020 and our Sustaining Crew Welfare Campaign in 2021. We owe a huge debt to him as he continues to play a key role in promoting the Mission so that we can do even more for seafarers.

The Importance of ESG to corporate engagement.

Environmental, Social, and Governance compliance has become vitally important for companies over the past two years. ESG policies are scrutinized by investors, clients, and staff alike.

There are important benefits from partnering with a charity such as the Mission to assist with your ESG reporting requirements, but also to show your staff and clients that you are taking these commitments seriously, whilst giving your company significant benefits alongside.

Many companies are focusing on the 'E' and the 'G', whereas we believe we can respond very well to satisfying the 'S' – the social element of ESG. The 's' does not just stand for social – it also stands for seafarers: the industry's greatest asset and one which we are focused on helping.

The Mission is on its own ESG journey as it plays its role in helping to build a more sustainable, resilient future, build on positive climate action, and thereby create a better world for all. In 2021, we set up an Environmental Action Group- plans will be rolled out over a number of years.

Please contact us to discuss your ESG objectives to see if we can help.

Reporting on Impact of your donation.

We know how crucial it is for a corporate to be able to show the impact of any donation or partnership with the Mission. As a result, we are very particular about demonstrating qualitative and - where possible - quantitative results to our donors. Generally, an impact report is produced on the anniversary of your gift. This is important information which can be shared with your staff, executives, and Board members and used in any media release. Environmental, Social, and Governance compliance has become vitally important for companies over the past two years. ESG policies are scrutinized by investors, clients, and staff alike.

Ways in which you could partner with the Mission.

Regular annual donation

Regular annual donations are vitally important to the running of the Mission's services, enabling us to plan ahead with the knowledge that funds are committed.

Project funding

Projects vary from time to time, but it could be our Family Support Network services, the capital/running cost of a minibus, the funding of a service such as advocacy, or funding a Chaplain or running a Centre in a particular port.

Employee engagement

Our Global Day of Action or Global Champions Unite fundraising events are ideal ways to bring staff together for a common cause. Devise your own fundraiser or challenge and nominate the Mission as the beneficiary, bringing team building and communication benefits.

Sponsoring an event

We have a number of events planned during the year. Regular features include our Seafarers Awards ceremony in Singapore and our Festival of Nine Lessons & Carols in London.

Running an event or initiative on our behalf

Companies have run the Graig 100 bike ride, IMO Richmond Ride, and Golf Days on our behalf, raising valuable funds for the Mission. We also work with individuals who want to sit on Event Committees by offering their time to organize an event which raises money and awareness. We are always open to discussing any other ideas you may have.

Introducing us to your network

This could be offering us a place at your dinner table at an industry event, inviting us to an event you are organizing, or introducing us personally to someone who is interested in supporting the Mission's work. We are able to field speakers on seafarers' welfare for webinars or conferences, and our Secretary General and Chaplains are always more than happy to say Grace at your industry dinners.

Making a personal donation

Those working in the industry know the important role that the Mission plays in seafarers' welfare. We encourage you to sign up to a personal regular donation towards our work.

Offering to be a volunteer or Mission speaker

We have many requests for speakers and those working in the industry are well placed to do this on our behalf.

Other areas of support could be payroll giving, Cause Related Marketing, skills exchange and seafarer gifts.



We would like to thank all those who have supported our ongoing Sustaining Crew Welfare campaign

 WAN HAI LINES LTD. <i>WE CARRY, WE CARE.</i>	 X-PRESS FEEDERS	 International Chamber of Shipping <small>Shaping the Future of Shipping</small>
 ONE <small>OCEAN NETWORK EXPRESS</small>	 MOORE	 TEEKAY
 MSC	 aet	 TAYLOR MARITIME INVESTMENTS
 GASLOG	 ENESEL GROUP	 the seafarers' charity
 GRINDROD SHIPPING	 Pacific Basin	 FONDAZIONE RIMALDI ONLUS

Our other supporters include:

Pavilion Energy – Wave – Evergreen – CTMMC – Hapag-Lloyd

We are grateful to all who raised funds for the EPS Around the World Fundraiser in support of our vital work

						
						
						
						
						
						
						
						
						
						

We thank all those who donated to our flagship Flying Angel Campaign which launched at the height of the COVID-19 pandemic

 seafarers ^{UK} Supporting the maritime community	 FONDAZIONE RIMALDI ONLUS	David H Pellatt	
 TCC GROUP 泰昌祥集團	 GRINDROD SHIPPING	 DNV·GL	 INTERTANKO
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 BSM	 DYNACOM TANKERS MANAGEMENT LTD.	 UKP&I	 v.Group

Our other supporters include:

Vickers Oils – Global Champions Unite donors – Ince & Co CT – WhatweWant Crowdfunder – Medway Mission – Guy Platten – Intership – Sea Asia Claims Solutions – Intercargo – Kitack Lim – Miller Insurance – Taylor – Tamar – Thalassa Niki Pte.Ltd – PTC



If you would like to discuss any partnership opportunities, please contact:
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