



Global Champions Unite



Help raise
£30k
in 90 days

- Make a global difference
- Promote Health and Wellbeing

**Unite.
Inspire.
Connect.**

Support the
mental health of
seafarers...
and yours too!

#globalchampionsunite

For further information contact Krishna@missiontoseafarers.org or call +44 (0)7741 098725

Registered charity no: 1123613 (England and Wales) and SCO41938 (Scotland)

Thank you.

It is an absolute pleasure to be welcoming you as a real or potential supporter/team member for The Mission to Seafarers Global Champions Unite 2022.

Perhaps we are welcoming you back? Global Champions Unite has been a big success over the last two years, and the efforts of so many in such diverse ways have been an absolute inspiration. In 2022, seafarers continue to be impacted by the pandemic, not least as a result of restrictions on shore leave. In addition, we are now dealing with so many crew who find themselves caught up in one way or another in the tragedy of Ukraine, sometimes devastatingly so. The Mission to Seafarers continues to address acute and widespread practical and pastoral need wherever we find it. We provide a key resource for crew, both through our extensive port support networks and through a range of projects supporting both seafarers and their families. We cannot do this without your help. Our Global Champions Unite programme is one way in which you can contribute – and there are limitless options as to what you might do – the more creative the better! You might choose to do something independently or as a team. I very much hope, whatever you do, you will find it both stimulating and enjoyable. Whatever you do, you can be sure it will make a difference to us and, far more important, to the seafarers we serve. All funds raised will contribute towards our Sustaining Crew Welfare Fund. We hope you can rise to the challenge! Many, many thanks in advance for your 2022 efforts.

The Revd Canon Andrew Wright
Secretary General



Download the Sustaining Crew Welfare Brochure

The Facts

There is a 20%-30% lower risk of depression and general feelings of distress for adults participating in daily physical activity (Start Active, Stay Active).

In 2020 Global Champions Unite challenges raised £77k, which contributed towards The Mission to Seafarer's work globally.



See Our Global Impact 2021

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So, let us get you started on your Global Champion journey!

Choose your challenge

Whether you are someone who exercises every day, or not at all, there is a challenge that will stretch your abilities.

You can train for almost anything if you have the perseverance and the motivation. So get creative.



Top Tips

- **Buddy up** Doing these challenges with someone (even just checking in via text) is super helpful to stay accountable.
- **Track your progress** Record your challenge on an app or in a calendar so you can see your improvements every day.
- **Create a structure** Schedule your challenge, knowing when you are going to complete your challenge keeps you motivated and in action.
- **Get your family, friends, and community involved...** the more people there are rooting for you, the easier your challenge will be!

“THE SKY HAS NO LIMITS. NEITHER SHOULD YOU.”

USAIN BOLT

Remember...

1. Stay hydrated.
2. Eat appropriately.
3. Sleep.
4. Stand Proud.
5. Have fun!

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Here are some ideas to help you generate sponsorship and set you on your way to fundraising success.



First, set up a JustGiving page.

1. Go to the **JustGiving campaign page** and select...

Start Fundraising

2. Set up a JustGiving account.
3. Select **Personal Challenge**



*SHAVE YOUR HEAD,
GIVE UP CHOCOLATE, DO
SOMETHING UNIQUE...*

Personal Challenge

4. Fill out the event details form.
5. Choose your fundraising page settings.
6. Read the JustGiving Terms of Service & Privacy Policy and the Fundraising Regulator's Guidance Notes.
7. Create your page.
8. You will then be able to navigate the back end of your JustGiving Page to do some of the following:
 - Change the Target Amount to suit you.
 - Share your page.
 - Edit and personalise your page.
 - Connect to Strava or alternative fitness app.
 - Connect to Social Media platforms.

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Who to approach for sponsorship?

There are 3 main groups of people you can approach for donations. Looking at them like this will help you to identify how best to raise your money:

1. **Close Contacts** – your family and friends.
2. **Usual Suspects** – high profile donors who support a wide range of causes.
3. **Unusual Suspects** – donors who you would never expect to support you and come out of the blue.

Close Contacts

Your friends and family should be the starting point for your fundraising. Their giving capacity will vary, but because they know you, there is an instant connection to your cause. This part of your fundraising may not make you the most money, but it will give you a good start. Raising money from your close contacts depends on getting a large number of people to give as much money as they can afford.

Usual Suspects

These will be well known donors who often give to charity e.g. banks and building societies, national companies, smaller companies, local authorities and local newspapers.

When approaching them, make your cause sound unique and special and offer them something in return – you could wear their company T-shirt throughout the challenge and send pictures to your local newspaper wearing it. Great free publicity for them!

Unusual Suspects

These are the surprise donors who are not connected to you but who may still help your fundraising. They may come through one of your friends and family or be someone you have never met.

Points to remember – leverage your contacts!

- Do not be afraid to ask everyone you know ... Word of mouth is one of the best ways to make your cause known. People are far more likely to donate to a fundraising campaign if they know the person personally.
- Start your fundraising off with a large sponsor – hopefully, other people will follow suit.
- Never be afraid to ask people to sponsor you. Most people will give to charity but only when asked. Explain what you are raising money for, so people know where their money is going.
- If people cannot afford to donate money, they may be willing to donate their time and energy. Perhaps they could help you circulate your challenge JustGiving page to their contacts.
- Do not feel guilty about asking people for money, this is a challenge from beginning to end – you deserve support!



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Share your story

Make your fundraising cause known to as many people as possible – the more people who know, the more money you will raise.

Social Media

Social media is a powerful tool to gain exposure. Choose the social media platform of your choice and start posting your progress.

Top Tips

- Introduce yourself – record a 1–2-minute video about you, your challenge and why you are doing it.
- Keep posts short, eye-catching and to the point.
- Share your story, your training, and progress throughout your challenge.
- Add the hashtag #globalchampionsunite.
- Link to your JustGiving Page.
- Post several times, post at different times of the day and different days of the week.

Don't forget to tag us!

Twitter @FlyingAngelNews

LinkedIn & Facebook @TheMissiontoSeafarers

Instagram @MissiontoSeafarers



Banner 1



Banner 2



Banner 3

Matched Funding

Some companies have CSR objectives and are often happy to support their employees. So, don't hesitate to ask your employer or individual donor to match the total raised by you.

Gift Aid

If you are a UK taxpayer, any donation made to charity for which tax has been paid comes under the Gift Aid scheme. When you make your donation, MtS will claim the tax back, which means we can do more with your money.

REMEMBER TO HAVE FUN, AND ENJOY THE JOURNEY!

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