The Mission to Seafarers

Corporate Partnership Portfolio
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“The Mission to Seafarers

“Raising funds is extremely challenging and we are deeply grateful to you for your interest in our work. Seafarers need our help. Life at sea is often dangerous and demanding. Our service to them meets very real needs and it changes thousands of lives for the better.”

Andrew Wright, Secretary General, The Mission to Seafarers

Piracy, shipwreck, abandonment and separation from loved ones are just a few of the problems merchant seafarers face. Around the world, The Mission to Seafarers, the largest international maritime charity caring for seafarers, provides help and support to the 1.5 million men and women who face danger every day to keep our global economy afloat.

The Mission works in over 200 ports providing support for seafarers of all ranks, nationalities and beliefs. Through a global network of chaplains, staff and volunteers the Mission offers practical, emotional and spiritual care to seafarers through ship-visits, drop-in centres and a range of welfare and emergency interventions.

In an emergency, The Mission to Seafarers is often the only help on offer. No matter what problem seafarers face, be it injury, exhaustion, non-payment of wages or personal difficulties, they know they can turn to the local Mission for help, advice and care. Mission chaplains, ship-visitors and volunteers offer practical and financial support, advocacy services, family liaison or simply a confidential space in which to talk in a time of crisis.

The Mission to Seafarers was founded in 1856 and is entirely funded by voluntary donations. Our Patron is Her Majesty The Queen and our President, Her Royal Highness, The Princess Royal.

Andrew Wright, Secretary General, The Mission to Seafarers

The Mission works in 50 countries, with a presence in more than 200 ports.
Corporate Social Responsibility

“We are absolutely delighted to work with The Mission to Seafarers, whose world-wide reputation for the provision of high quality welfare services to seafarers of all nationalities and beliefs in ports around the world is second to none. The Seafarers’ Care Centre in Singapore provides essential services to seamen and women who need a safe and secure place to rest when they come ashore, even for a short period of time. The Mission’s team on the ground ensure that they have help, advice and support in comfortable surroundings. We are proud to be part of the excellent work of the Mission and to further champion the wellbeing of the world’s seafarers by making a contribution to guarantee that the centre is able to continue to run.”

Scott Bergen, CEO Liberian International Shipping and Corporate Registry

Corporate social responsibility (CSR) addresses the ethics of an organisation’s activities and how it operates in a way that is viable over the long term. It starts with recognising that businesses have an impact on society, the environment and the economy. For the global maritime sector, committing to CSR means looking carefully at your organisation and the full range of your stakeholders; and striving to maximise the positive impact of operations and minimise any negative effects.

Seafarers and their families are at the heart of all maritime trade. 90% of products and materials that we use every day have been transported by ship. With extensive support at every level of maritime trading, the Mission helps businesses to deliver on CSR commitments, such as:

- Global citizenship
- Health and wellbeing
- Social and economic responsibility
- Diversity, equality and inclusion
- Investing in the maritime community in which you operate
- Community engagement
- Supply chain and sourcing responsibilities
Corporate Partnerships

"Holman Fenwick Willan has strong ties to the maritime community with 200 lawyers and 13 Master Mariners specialising in maritime law within Shipping. The Mission to Seafarers was the clear choice to become Holman Fenwick Willan’s first ever global charity partner, given the connection Holman Fenwick Willan felt with the direct welfare and emergency support it delivers to seafarers. We are keen to help the Mission continue its vital outreach work, and to support any relevant legal governance requirements that arise during our three-year partnership."

Craig Neame, Global Head of Shipping, Offshore and Logistics, Holman Fenwick Willan

The Mission to Seafarers is widely respected within the global maritime community and has received financial support for its vital services from a range of businesses within the shipping industry and beyond.

There are a number of key projects and services for which the Mission is seeking funding and support - from WiFi installation, justice and welfare provision, chaplaincy operations to centre running costs.

The Mission’s corporate team has a proven track record in partnership delivery and management, working with large and small businesses to build bespoke partnerships that deliver real business benefits.

Whether you are looking for a long-term strategic relationship or employee engagement through fundraising and events, the Mission team can offer an opportunity to meet your needs.

Through the generosity and support of organisations like Holman Fenwick Willan, we are able to support seafarers affected by chronic fatigue, piracy, exploitation and abandonment, every day at a global level.

The Mission reaches one third of all seafarers sailing the oceans.
Employee Engagement

Employee engagement may be participation in our events, using skills to enhance the Mission’s local or global operation, volunteering or wrapping and delivering presents to seafarers.

The Mission can help you:
- Connect employees across teams and locations
- Connect employees with customers and suppliers
- Develop employee skills
- Promote job satisfaction and boost employee retention
- Enhance your business brand to employees, suppliers and customers

60% of the world’s seafarers are still denied communication to their loved ones whilst at sea.

Cause Related-Marketing

"The Mission to Seafarers is a trusted brand, so partnering with The Mission to Seafarers can build your company brand awareness, enhance retail, client and customer relationships; and increase sales and market share."

Andy Caughey, Co-Founder, Armadillo Marino

We will work with you to create an innovative campaign to engage customers, helping you stand out from your competitors.

The Mission to Seafarers is recognised internationally as the largest maritime welfare charity.
Partnership Projects Portfolio

"Whilst The Mission to Seafarers prefers to receive general unrestricted donations for its work so it can use funds where they are most needed, it is understood that companies like their donation to go to a specific project."

Jan Webber, Director of Development, The Mission to Seafarers

The Mission seeks funding in the following areas:

- Chaplaincy operations, including training, ship visitors and ministry on cruise ships
- Seafarers’ Centres, running costs, refurbishment
- Capital items including equipment, minibuses and cars
- Communication materials; FAN (supporter news), SEA (seafarer news), Shoreside (corporate news)
- Justice and legal provision, supporting abandoned crews
- Hospital and prison visits
- Family Support Networks
- Event sponsorship
- Unrestricted and general donations – including regular annual gifts

The Mission has a regular flow of new and exciting projects. If you would like to be kept informed, please let us know.

Emerging Projects and operations

£5,000 +

The Mission is constantly responding to the needs of seafarers and their families, so new projects emerge on a regular basis. Whether it is to address mental health in seafarers; to place a chaplain in a new port or to develop new cultural awareness training programme - the emerging projects are an exciting area of development.

You may of course wish to be in at the development stage of a new project in which case you could contribute seed funding to see a new project emerge. We welcome your engagement alongside our expertise to help us make seafaring a safer career to choose.

Seafarers’ Centre Sponsorship

£5,000 +

The Mission to Seafarers operates more than 120 seafarers’ centres around the globe which provide vital land-based services to seafarers.

The Mission is seeking annual sponsorship for each of these centres. Some Mission centres are jointly owned and managed with other maritime charities.

If you are interested in sponsoring your nearest centre, or a centre which has significance for your business please ask for more information.

Suicide rates have tripled since 2014 (UK P&I Club).
Capital Items

- **Wifi** – Mission to Seafarers provides WiFi facilities to allow crews to reconnect with their loved ones at home whilst in port, either in one of our 120 Flying Angel Centres or through portable hotspots on board their ships.
- **Minibuses and cars** – used to transport seafarers from ship to shore, in a safe, free and reliable way. Many conversations take place en-route as a seafarer gains confidence to share a problem or concern. Minibuses can be branded and are an ideal way to show your support.
- **Chaplains clothing** – warm fleeces and waterproofs for cold climates and shirts for those in the tropics
- **Equipment** – we have a rolling programme of equipment renewal in centres and offices around the world

Justice and Advocacy Sponsorship £20,000

“One of the Mission’s key strategic objectives is to ‘champion seafarers who have suffered due to injustice and mistreatment’ and the Mission continues to be an ardent and persuasive advocate for seafarers at the IMO and ILO championing their wellbeing. Our port chaplaincy teams are regularly reaching out with compassion to those who have been abandoned, forgotten or betrayed, becoming their voice in the resolution of these issues.”

Ben Bailey, Director of Advocacy and External Affairs

Areas of support include:
- Public affairs campaigning on domestic and international policy
- Giving seafarers a voice within the maritime industry
- Ensuring rights and protections are afforded to seafarers
- Fighting for abandoned seafarers, giving them dignity when employers have turned their back
- Education and training

**OVER 327,000 SEAFARERS HAVE USED OUR TRANSPORTATION SERVICES IN 2017.**
Hospital Visiting Programme
Sponsorship £5,000 +

"In Durban South Africa, we have so many injured seafarers attending hospital, that we have put in place a full-time hospital visiting co-ordinator and a team of volunteers to ensure seafarers are properly supported during the time they are here with us."

Paul Noel, Hospital Visitor, The Mission to Seafarers, Durban South Africa.

The Mission to Seafarers is always ready to respond to seafarers’ requests for help when they have been hospitalised. With an extensive global reach, hospital visitors and chaplains can access seafarers in hospital at a time of crisis.

Family Support Networks
£10,000 +

We continue to increase our support for seafarers’ families at home by establishing Family Support Networks. The first of these was in the Philippines with another in India. The range of services offered includes; healthcare, finance and budgeting, friendship and training.

We know that problems and issues at home can put undue pressure on a seafarer who can become increasingly unhappy and stressed.

Last year, chaplains responded to many such requests, sometimes directly from the seafarer or through a third party.

Without the help of a chaplain the seafarer can escalate quickly into depression, mental illness and in extreme cases resorting to suicide.

Our Family Support Networks set out to alleviate problems at home and ensure both the seafarer and the family have the support they need.
Special Events Sponsorship from £2,000 +

“The Mission to Seafarers promotes a number of annual events for both the maritime industry and our supporters. These are widely promoted and marketed to a range of audiences through our social media channels, national and specialist press and our own publications.”

In addition to the regular events below we have a new emerging programme of corporate and community events, details of which appear in our Events brochure. Please ask for a copy.

**Festival of Nine Lessons and Carols**
Sponsorship from £3,000-£15,000
The event celebrates the working lives of seafarers and their families at Christmas time.

**Sea Sunday campaign**
Sponsorship from £2,000
We encourage churches to celebrate Sea Sunday with a different theme each year. The materials produced communicate the often difficult and dangerous lives seafarers have in order to bring the world the goods and fuels they use everyday. We also explain the many ways in which the Mission helps seafarers and their families, which raises awareness of our work, as well as valuable funding for our global operation.
Seafarer Welfare Sponsorship

“I was called to the local hospital one night after a cruise line worker had tried to commit suicide on board. It was a tragic case and shows how much pressure there is on young people far from home on long voyages. Fatigue, exhaustion, injury and mental health problems are all evident. Thankfully she was airlifted ashore quickly and she recovered. I helped talk to her family, the cruise line company and liaised with the medical team.”

Tim Tunley, Scottish Ports Chaplain, The Mission to Seafarers

All our chaplains are trained in Post-Traumatic Stress Counselling, so they are well placed to respond to seafarers who have experienced a terrible ordeal or are in desperate situations.

There are opportunities to fund individual projects or ports, to fund the costs of important training and the recruitment of new staff.

In essence you are not funding the chaplain but funding the benefit he delivers in reassurance, friendship and a source of help and assistance.

We all know that education and training are vital for an organisation to continue to grow and develop and respond to current needs.

550,000 have been met on board ships in 2017.
The Mission figures 2017 show that there were 65,000 ship visits, encountering approximately 325,000 seafarers on board their ships. 580,000 visits were made to our 121 seafarers’ centres. 430,000 seafarers were transported and there were 895 Justice and Welfare cases.

**Flying Angel News (FAN)**
Flying Angel News is the supporter magazine for the global Mission to Seafarers. It is circulated to 15,000 Mission to Seafarers’ supporters 3 times per year. This is also circulated to our Centres. Content includes relevant case studies as well as news of church services and community fundraising endeavours.

**Shoreside**
Our corporate supporters are vitally important to ensuring we have sufficient funds to respond to seafarers’ needs, which is why we seek to recognise them in our new Shoreside newsletter. By showcasing the support given around the world, we seek to encourage others to emulate the successful partnerships we already have.

**The Sea newspaper**
The Sea newspaper is a bi-monthly print news digest. The Sea has a circulation of 25,000 per edition which is 150,000 total copies published and distributed per annum, but as it is passed around on ships it is estimated the readership is far greater. This newspaper is stocked in over 200 ports worldwide including those ports where the Mission’s 120 Flying Angel Seafarers’ Centres are located. The Sea’s print circulation ranks third for seafarers’ publications written in English in the world.

The Sea is also produced as a PDF and can be downloaded free from the Mission’s website. It is shared on the Mission’s Twitter, Facebook and LinkedIn profiles. Its total digital reach is 24,000 supporters per month.

To read a copy of the Sea online please go to: missiontoseafarers.org/media-centre/publications/the-sea
Thank you

"I like The Mission to Seafarers because it has become the bread to my spirit, a motivation to every pitfall and a bucket of joyfulness just by reading every inspiring and interesting story. The Mission to Seafarers has always been a great privilege for us seafarers, fighting for our rights and showing us what we truly deserve and making sure that our hard work would surely pay off. But the best thing above everything else, is bringing us seafarers to the shining light our Creator has paved for each of us in special ways."

Unrestricted Donations

We encourage companies to give unrestricted regular donations towards our work, so we can use this money where it is most needed. As with many service-driven entities, much of our expense is in staff. We need our staff to deliver our services and whilst we rely heavily on volunteers we need those with expertise to manage our operations.

Thank you for reading our brochure and please do get in touch.

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