

# THE LIFEBOAT FUND

Helping the RNLI save lives at sea



# FUNDRAISING FOR THE LIFEBOAT FUND

**'We make a living by what we get,  
but we make a life by what we give'**

Sir Winston Churchill, former Vice President of The Lifeboat Fund and patron for over 50 years



**Lifeboats**



# PHYSICAL CHALLENGES

## INTRODUCTION

RNLI lifeboat crews are almost entirely volunteers; men and women who come from all walks of life, giving up their time and risking their safety to save lives to save lives at sea. Crew members are often called away from their families, their beds and their work, 24 hours a day, 365 days a year. Often they'll leave a place of comfort to brave hazardous conditions that test their skill, strength and courage. Their lifesaving work is essential, often difficult and highly skilled.



## CHALLENGE YOURSELF

If you're an adrenalin fanatic and want to challenge yourself while raising money for The Lifeboat Fund why not take on a physical challenge? From skydives to mountain climbs the sky's the limit and we can help you make it happen. So go ahead and test your skills, strength and courage to see what you can achieve.

## HOW IT WORKS

Our beneficiary, the RNLI, has charity places in many of the best challenge events in the UK. You can find a list of events on their website at [RNLI.org/events](https://www.rnli.org/events) so keep checking for events that interest you. Always let them know that you're participating for The Lifeboat Fund.

## TOP TIPS

- To increase your overall fundraising totals, why not make it a team effort? Encourage colleagues, family and friends to join you, and introduce an element of competition to see who can raise the most money.
- Don't forget to let The Lifeboat Fund know what you're planning so we can help you promote your activities.



# OFFICE FUNDRAISING

Fundraising at work for The Lifeboat Fund is a great way to bring people together while also supporting a worthy cause. We understand that every work place is different and events that are very successful for some may not be right for others. This list of tried and tested activities will give you some inspiration, whatever your idea of fun. For more fundraising suggestions, visit [RNLI.org/fundraising](https://www.rnli.org/fundraising).

## EVENTS THAT ARE EASY TO ORGANISE

### Dress down day

Sometimes the simplest ideas are the best! Everyone loves ditching their suits in return for a small fee. Why not go one better and have a fancy dress theme? Something nautical would fit well with our focus.

### Wear your wellies to work

The yellow welly is an iconic image for the RNLI. Why not nominate a day for 'wear your wellies to work' and encourage people to join in by wearing theirs, for a suggested donation?

### Quiz night

Request an RNLI Quiz Pack from The Lifeboat Fund and hold a quiz night charging a small entry fee for teams. Get competitive with prizes for the winning teams, and raise even more money by selling snacks or drinks.

### Sponsored 'give it up'

Whether it's talking, chocolate, fizzy drinks or computer games, you could raise a small fortune by asking for sponsorship to give up something you love.

### A time to remember

Pick a theme and a day: RNLI's SOS, Hallowe'en or opt for some pre-Christmas fun. Those are just a few of many great opportunities for celebrating and raising donations with a themed lunch, party or dress up day.

### Auction of promises

Get your colleagues to auction off their services and create a bidding war. From simple ideas such as offering to wash someone's car, or sharing your hidden talent for baking, to bigger promises such as a ride in your sports car or a stay in your holiday cottage. This is a great way to uncover your colleagues' hidden skills and interests while raising money at the same time.

### Guess the amount/name/weight

Simply fill a jar with sweets and ask people to guess the quantity in return for a small donation. You could also challenge your colleagues to guess the name of a teddy, or identify who is shown in the baby photo. These quick and simple ideas require minimal time and effort, but generate great results.

**TODAY, THE LIFEBOAT FUND'S GOAL AND MISSION REMAIN THE SAME:  
WE RAISE MONEY FOR THE RNLI – TO SAVE LIVES AND PROTECT THE VOLUNTEER CREWS**



# GET CREATIVE WITH YOUR EVENT

Sometimes it's hard to come up with good ideas, which can make fundraising seem daunting. But don't worry, this pack is scattered with tips and fundraising ideas to help you raise loads of money. Here are just a few ideas to get you started.

## At work

Your work colleagues, suppliers and clients all make great sponsors. You could organise:

- A LUNCHTIME CAR WASH
- A SWEAR BOX
- A COLLECTION BOX AT RECEPTION
- A CAKE SALE
- A COMEDY NIGHT
- A BATTLE OF THE BANDS
- A BOOK SALE
- A BINGO NIGHT
- A CHRISTMAS PARTY
- A HALLOWE'EN EVENT
- A GRAND PICNIC IN THE PARK



## Getting active

If you want to get fit while you're fundraising, you could organise:

- A 24-HOUR FITNESS CHALLENGE
- A CHARITY FOOTBALL MATCH
- A SPONSORED BIKE RIDE
- AN AEROBICS MARATHON
- A HIKE UP A MOUNTAIN

## Being silly

Fundraising is a great way to have harmless fun. You could organise:

- A SPONSORED HEAD SHAVE
- A SPONSORED LEG OR CHEST WAX
- A FACE-PAINTING COMPETITION
- A FANCY DRESS COMPETITION



# GET ORGANISED

The key to a successful fundraising event is in the organisation. Master your what, when, where, who and how and you'll succeed. Often the simplest ideas are the most effective. Here's a guide to help you get started with organising your very own event.

## WHAT?

Think of some exciting ideas, set realistic targets and stick to your plans. This booklet can help you with some ideas. Remember, simple events are often the ones that make the most money.

## WHEN?

Think about the weather and the date when you want to hold your event. Especially think about public holidays, Christmas or even when people get paid. And always consider when people are most likely to be able to come to your event.

## WHO?

Who are you going to invite to your event? Just your friends and colleagues or members of the public?

## WHERE?

Consider the size of your venue. Is it easy to get to? Does it have wheelchair access? Will you have to bring tables, chairs and so on? What facilities does the venue offer? And how much will it cost to hire?

## HOW?

Think about how you will get people to sponsor you or come to your event. When you approach somebody for support, be passionate about your reasons for raising money – you'll find they are much more likely to part with their cash or their products! Also, consider whether you want support from the The Lifeboat Fund with raising awareness of your event. Are there any quick and easy ways to make a little more money on the day?



Photos: RNLI/Ange Millard/Nathan Williams

# IDEAS FOR FUNDRAISING

A-Z GUIDE

## A

### **Abseil**

Get sponsored to abseil down a tall building. Always a good money-spinner, if you have the nerve!

### **Arm Wrestling**

Hold an arm wrestling competition – get participants to pay to play.

### **Art**

Do you know someone with a talent for photography, painting or sculpture? You might persuade them to auction off one of their works, or just hold an exhibition for which you charge an entrance fee. Artists will enjoy this publicity opportunity too!

### **As seen on TV**

Get people to sponsor you to appear on TV: *Big Brother*, *The X-Factor*, *Ready Steady Cook*, *Family Fortunes*, *Dragons' Den*, *Eggheads*, *Britain's Got Talent* or maybe just your local news programme.

### **Auctions and raffles**

Ask friends, family and local businesses to donate goods, which you can then raffle or auction. An auction can be a quick and easy way of raising money. Alternatively, sell some 'promises' (eg car washing, ironing, other household chores), and auction those, too.

## B

### **Bad Tie Day**

Wear with pride that tie you keep in the back of the wardrobe! Charge your colleagues £1 to come to work wearing theirs.

### **Balloon race**

Sell biodegradable helium balloons, tag each one with the owner's name and address, and give a prize to the balloon that travels the farthest.

### **Barbecue**

Always popular – on a nice day! Charge for a selection of burgers, sausages etc on a roll. As it's for The Lifeboat Fund, a smoked mackerel roll is a tasty and appropriately 'fishy' alternative – or tuna and prawns if you want to charge a bit more!

### **Bath fright**

Get sponsored to sit in a bath filled with something rather unpleasant – like baked beans!

### **Battle of the bands**

You're an aspiring Jimi Hendrix, but your friends prefer a Coldplay tune. So battle it out in front of a discerning panel in a friendly bar – £15 per band, £5 a solo artist.

### **Bicycle ride**

Seek sponsorship to go on a challenging bike ride.

### **Bingo night**

A fun night out and a simple way to raise money.

### **Black tie ball**

Put on your best frock or dinner suit for a fabulous night of glitz and glamour to raise funds for the lifeboats. An added dance element may be especially popular these days!

### **Board gaming**

Everyone brings in their favourite board game and pays £1 to take part. You can play in teams or individually.

### **Book sale**

The office book sale is always popular. Sell or give away buns and a slice of cake to entice folk along!

### **Burns' Night**

Host a Burns' Dinner (celebrating Scotland's Bard, Robert Burns) on or around 25 January for your friends and colleagues. Charge for a ticket, for the chance to perform the Bard's verses and songs, or invite the diners to pay to be entertained by their colleagues. This is great fun!

## C

### **Cabaret**

Entertain your guests with music, comedy, refreshments and magic – or karaoke?

### **Calendar**

Design and sell a calendar – something nice and tasteful, mind! It could feature a colleague a month – or colleagues' photographs, colleagues' pets – or colleagues with their pets! What are you waiting for?

### **Cake sale**

The ever-popular cake sale – a great way to raise money in offices. You don't even have to bake the cakes yourself!

### **Car wash**

Washing colleagues or friends' cars for a donation – especially popular if senior staff are wielding the soapy sponge!

# IDEAS FOR FUNDRAISING

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## Cocktail night

Ask for a suggested donation for making your guests their favourite cocktails.

## Coffee morning

A variation on the cake sale theme – always a winner.

## Collecting tin

In communal or public areas such as the canteen – invite folk to donate their spare change in aid of a very good cause.

## Come dine with me

Create your very own version of the popular TV show. You and a few friends or colleagues all take turns to host a dinner party in one week. At end of each evening, you all rate the host's performance. Ask for a donation to take part.

## Climb Everest...

on an indoor climbing wall – and get people to sponsor you.

## Cinema at home

Sell tickets and donate all the proceeds that you make on the screenings.

## Custard pie throwing

Colleagues and bosses love volunteering to be part of this activity. Everyone feels a lot better afterwards!

## D

### Dance competition

There are various forms this can take – not everyone has to be an extrovert, or even a good dancer! Get everyone to perform their very own version of a famous dance routine in front of a panel of judges. Get spectators to pay to watch and contestants to pay to enter – or get sponsored to see how long you can keep dancing!

### Diet

Get sponsored – and supported – to lose those few extra pounds.

### Disco-mania

Don your dancing shoes and hold a disco in a local hall or hostelry. To keep costs down, you could make your own decorations for the hall as well as prepare the party food. Every office has a budding DJ who has been waiting for this activity to be planned!

### Donate

Cut your normal expenditure on public transport or indulgencies, and send us the money you would have spent.

## Dragons' Den

Hold your own sporting version of Dragons' Den – contestants pitch new sporting inventions in front of a board of 'investors'. Get everyone to pay £2 per pitch, and the winner gets the admiration of everyone there!

## Dress down day

Pay a small sum to come into work wearing your casual gear.

## Dress up day

Pay a larger sum to come into work wearing your evening dress.

## Duck race

Get a group of people together to buy numbered ducks, and launch them into a river (remembering to collect them all afterwards!). There is a prize for the duck that finishes first. You might finish off with a barbecue – there's gratitude!

## E

### Easter

Easter egg hunt...

### Eating competitions

For sampling the weird and wonderful – not for over indulging!

### Email respite!

Declare a holiday from emails and fine those people who can't resist a sneaky peek at their Outlook.

## F

### Fancy dress

So much scope for a lot of silliness and fun! Pick a theme – film styles, cartoon characters, 1980s fashion (what was that?) – it's up to you. Get sponsored – and there have to be prizes!

### Fashion show

Host a fashion show with support from local clothes shops or designers and charge entry for people to watch it. This could also provide an excuse to dress up in your own favourite outfit!

### Fifties night

A themed night for dressing up and dancing to the hits of the decade – or choose another decade, it's up to you.

### Film night

Invite your friends and colleagues round to watch DVDs and charge entry.

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## Film theme challenge

Ask your colleagues to each bring in three things to represent a movie – and get them guessing those films. A nice quiz with a difference, and a hamper of film-related goodies is a fitting prize!

## Fishy things

A very appropriate way of raising money for The Lifeboat Fund would be a 'fish and chips' themed evening with colleagues paying to take part – or the office canteen might lift the theme for a lunch menu featuring fishy delicacies.

## Flower show

Show your finest displays and specimens and sell seeds, cuttings etc. Get your friends and colleagues to join in, and organise some side stalls with leaflets about The Lifeboat Fund.

## Football

A full match or a 'beat the goalie' penalty shoot out (see G below), depending how energetic you are! Run it as a competition and charge for taking part and spectating.

## G

### Games night

Raise stacks of cash in the comfort of your own home! Simply set up a games console night with your friends and family, or re-live your youth with games like Twister, Trivial Pursuits, Mastermind etc ... getting a donation from everyone who wants to take part.

### Goalie challenge

Pick the best football goalie in your office or team and invite colleagues and friends to try and score a goal for a prize. Each participant must pay to play.

### Golf

Challenge your colleagues to a golf match.

### Guest speaker

Invite a guest speaker to give a free talk to your colleagues, social group or in a local hall and charge for entry.

### Guess the baby

Ask your colleagues to bring in their baby snaps and see if they can guess the identity of those cuties from their current visages (possibly not so cute).

### Guess the number

Put a load of sweeties in a jar and ask colleagues to pay a small amount to guess the number – the closest gets a prize.

## H

### Hair

Head-shaves or beard/moustache shaves always raise a lot of money – growing moustaches and beards is another 'colleague-pleaser'. And submitting to leg waxing is a cruel but lucrative way to get sponsorship.

### Halloween party

Charge for entry – it's another chance for games and fancy dress on or near 31 October.

### Hall party

A themed hall party: celebrities, cartoon characters... you decide! Collect your colleagues' donations on the door, and let the socialising begin.

### Helping hands

Get your colleagues, friends and relatives to sponsor you for helping them out – with lovely tasks like vacuuming, ironing, washing the car, walking the dog and shopping.

## I

### International food evening

Enjoy a night of eating cuisines from around the world. Participants cook a dish from a country of their choice and the food is sold at this popular event. You could also cheat and use the local takeaway! Maybe your office canteen might be prepared to theme a lunch in aid of The Lifeboat Fund and make a collection from diners.

### Ironing

Offer your ironing skills, at a price, to raise money for The Lifeboat Fund.

## J

### Jumble sale

People love a rummage and it's always a good fundraiser.

### Jewellery making

Buy your own beads and make bracelets or necklaces to sell at a craft market or fete.

## K

### Karaoke

Hold a karaoke event and charge admission.

### Knitting

Make and sell jumpers, scarves, hats and gloves.



# IDEAS FOR

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## L

### **Lent**

Give something up during Lent and donate to The Lifeboat Fund the amount you have saved.

### **Look-a-like contest**

Another fancy dress-based competition.

### **Lucky dip**

Charge a small fee or seek donations to take part in a lucky dip for small presents (e.g. costing up to £5) provided by your colleagues. (A variation on 'Secret Santa'.)

## M

### **Marathon**

Either the ultimate running challenge, or some other kind of endurance test.

### **Mince pie sale**

Ask your colleagues etc for a donation in exchange for these or any other Christmas treats.

### **Musical entertainment**

Host a concert, charging people to attend – or perform.

### **Murder Mystery Party**

Host a 'Murder Mystery' evening in aid of The Lifeboat Fund.

## N

### **No vices**

Get people to sponsor you to give up your favourite treats.

## O

### **Office Olympics**

There are many events you can compete in to become an 'Office Olympic champion'!

### **Odd jobs**

For a fee, do those little jobs or tasks no-one else wants to.

## P

### **Parachute jump**

Our more intrepid colleagues might dare to leap out of an aeroplane to raise money for the lifeboats. You can choose to jump from a static line, or free-fall, harnessed to an instructor.

### **Play DJ**

Organise a 60s, 70s or 80s night.

### **Poetry evening**

Pay a £5 entrance fee, and compete with other scribes before a (sympathetic) judging panel – haiku are popular!

### **Present exchange**

Bring in unwanted presents and swap with colleagues for a small fee.

### **Pub quiz**

Enter a pub quiz and split your team's winnings with The Lifeboat Fund – or run a quiz in the office where colleagues pay to take part.

## Q

### **Quad Biking**

Go off-road and get to grips with a quad bike at a local centre.

### **Quiz night**

As above, devise your own quiz or use a board game and invite teams to enter.

## R

### **Raffle**

Get people to donate prizes and persuade friends and colleagues to part with £1 a ticket.

### **Rag Week**

Call the week what you will – to raise funds for The Lifeboat Fund Appeal.

### **Ransom for a good cause**

All you need are some willing VIPs (very important prisoners) and somewhere to hold them 'captive'. Then it's up to the VIPs to get their colleagues etc to stump up the cash so they can be 'released'.

### **Recipe book**

Collect colleagues' favourite recipes together in a booklet and sell it for The Lifeboat Fund.

### **Row the Channel**

... or any waterway you fancy (it could be the distance between two lifeboat stations!). This doesn't need to involve water – there will be rowing machines at your local gym. This is a 'fun' team event.

# IDEAS FOR FUNDRAISING

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## S

### **Silence**

Raise money by staying silent for a long period of time – not easy!

### **Silent auction**

Collect items to sell and collect bids for them – these are written down, placed in a sealed envelope. The winner is the person who places the highest bid.

### **Skills auction**

Auction off your expertise to the highest bidder. Discover the secret talents of your colleagues, friends and family!

### **Soaking board**

If you run an event with a watery theme, some 'obliging' managers might submit themselves to the dreaded 'soaking board' – tends to be a particularly popular sideshow.

### **Sponsored swim**

Or anything else you fancy being sponsored to do.

### **Sports team challenge**

A sporty 'team-building' event: organise a charity tournament – netball, badminton, five-a-side football etc.

### **Swear box**

Any verbal misdemeanours can earn money for a good cause!

### **Sweepstakes**

The Lifeboat Fund provides a great 'scratch card' Sweepstake game. Play this at your coffee morning in aid of The Lifeboat Fund.

## T

### **Tea and buns**

A good way to raise money in the office – everyone enjoys a bun or cake with their morning tea (or coffee).

### **Tombola**

The raffle where everyone is a winner! Put numbered tickets on the prizes donated, and charge people £1 to pull a ticket out of a hat, or drum. If the numbers match, they win the prize.

### **Treasure hunt**

Hold a treasure hunt where participants pay to take part.

## U

### **University Challenge**

A popular quiz format for any students of life in your office! Raise money for The Lifeboat Fund and for a winners' prize by charging teams to take part and audience members to watch them being challenged!

## V

### **Valentine's Day events**

A popular theme for your fundraising activity. Might link nicely with a Film Theme Challenge, featuring romantic movies.

## W

### **Wine and cheese party**

A popular extra-curricular activity and pleasant way to raise money while socialising with colleagues and friends.

### **Wine tasting**

Like the previous one but with a chance to discover who has the most discerning palate!

## X

### **Xmas cards**

(Excuse the spelling!) Card sales, nominating The Lifeboat Fund as your Card Aid charity for a corporate card (one third of the price is donated), hamper raffles, Secret Santa – Christmas is always a great time to focus on giving to good causes.

### **Xmas fairs**

(Or fayres, if your theme chimes with 'yesteryear'.) Are also successful during the traditional giving season. Hampers – made up with items donated by colleagues – can be bid for at auction to raise donations.

## Y

### **Yacht racing**

Model yachts providing an appropriately nautical theme for a fundraiser – and an alternative to ducks!

## Z

### **Zoo quiz**

Animals are always a popular theme: you can organise this yourself, or local zoos who provide corporate events' venues may supply competitions/quiz sheets for visiting teams at Away Days etc.

# LEGAL INFORMATION

## DO SOMETHING POWERFUL

If you are organising your own fundraising event there are some important things that you need to be aware of. Charity fundraising is regulated, and by following the guidelines below you can ensure you keep things legal.

Don't worry about the red tape though, help is at hand. Just contact The Lifeboat Fund if you have any questions.

## KEEP IT LEGAL

- Obtain all necessary licences, permits and consents for any public events or activities.
- Follow good food hygiene procedures and comply with safety regulations.
- Comply with any Institute of Fundraising codes of practice relevant to your event (find out more at [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk))
- Get permission from the owner before you collect on private property, including shops and pubs.
- Any alcohol sales require a licence – better to get your local pub to host your event for you.
- Ensure you make it clear that you're fundraising for The Lifeboat Fund to help the RNLI's lifesaving work.
- Contact The Lifeboat Fund for advice on use of logos, images or trademarks if you are planning to produce your own promotional materials.

## TOP TIPS

- To increase your overall fundraising totals, why not make it a team effort? Encourage colleagues, family and friends to join you, and introduce an element of competition to see who can raise the most money.
- Don't forget to let The Lifeboat Fund know what you're planning so we can help you promote your activities.

## KEEP IT SAFE

It's your responsibility to ensure your event runs safely. The Lifeboat Fund and the RNLI cannot accept liability for accidents or damage to people or property as a result of your event or activity, even when it is organised to raise money for us.

- Carry out a risk assessment before your event or activity to ensure that everyone involved stays safe. You can find out more at [hse.gov.uk](http://hse.gov.uk).
- Make sure that everyone involved in your event is aware of any potential risks or any special requirements for taking part, for example fitness levels.
- Always supervise your event properly.
- Ensure your event is covered by insurance if necessary.



Photo: RNLI/Laura Ashman

# THE LIFEBOAT FUND

Helping the RNLI save lives at sea

Photos: RNLI/Mark Harding/Nigel Millard/Nathan Williams

**If you would like to know more about this charity  
and how you can support it please contact  
[thelifeboatfund@rnli.org.uk](mailto:thelifeboatfund@rnli.org.uk)**

The Communications and Public Service Lifeboat Fund registered charity numbers  
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**Lifeboats**