

THE LIFEBOAT FUND
Helping the RNLI save lives at sea

H₂O ONLY

10 DAYS. 100% WATER.



On your marks
get set
NO!

10 days without tea, coffee, wine, beer and fizzy drinks – it's going to be a challenge. But if you can brave it for 10 days, you'll help us reach our target of £1.1M for a new Shannon at RNLI Wells Lifeboat Station. Team up with friends and colleagues and you'll be stronger together.

Team up and take the challenge with your crew
thelifeboatfund.org.uk



Lifeboats

H₂ONLY

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We are the H₂Onlies.

When you're struggling with the fizzy pop shakes and can't stop staring at the kettle, you need to know you're not alone. As part of The Lifeboat Fund's 150th Anniversary Appeal, we're asking you to go H₂Only as a crew. The only way is together – with your department or your own specially selected crew of comrades.

So buckle up, grab a lifering and we'll get through it together, not only unscathed – but with plenty of money raised to fund a new Shannon class lifeboat for Wells Lifeboat Station. You'll be helping save lives at sea off the Norfolk coast for the next 50 years.

10 days. 1 crew.

As experienced H₂Onlies, there's one thing we know for sure. Teaming up is the best and most fun way to get through it. When the cravings overwhelm you, there's nothing like the solidarity of a crew. So if you haven't already, it's time to start building the numbers.

Use Facebook, Twitter and Instagram to the max and see how many more you can recruit. With a bigger crew, there's even more chance to raise money and help us hit the Appeal target.

Follow us!



Find out more at
thelifeboatfund.org.uk and Tweet
your progress to us @fundlifeboat



Lifeboats

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Say YES to fundraising.

Here are some watery ways to raise even more money during H2Only.

DAY 1 Put up the H2Only posters all around the office, and start spreading the word.

DAY 2 Grab a tea pot, wipe away the tears and pass it around the office as a collection pot instead. Every penny counts – and it'll stop you filling it up with tea.

DAY 3 'Share It' day on social media. 48 hours in is the perfect time to remind followers of your plight. Include your online fundraising link, and a sad-face selfie for a bit of extra oomph.



DAY 4 Man the water cooler. Offer gossip, or lend an ear in exchange for dosh.

DAY 5 Every hour of H2Only is an achievement. Ask colleagues to donate their usual lunch spend – or the cost of a coffee from your local café.

DAY 6 Cocktail time with the crew! Celebrate being halfway there with your crew by getting together for a glass of water – complete with proper cocktail glasses and umbrellas.

DAY 7 Wear-your-wellies to-work day. Our lifeboat crews don't go anywhere without their wellies. Dress up in exchange for donations.



DAY 8 Blog day. Nominate your chattiest crew member to share a blog entry about the trials and tribulations of H2Only, along with your team online fundraising link.

DAY 9 Office 'ice and spoon race' – Think egg and spoon race, with an H2Only twist. Suggest a donation amount to enter and a prize of your choice (anything but a round of drinks!)



DAY 10 Post a picture of your final, pitiful glass of H2Only as a last chance for donations. Show them how well you've done!

Support our brave lifesavers.

Coxswain Allen Frary and his crew at Wells need a new lifeboat – the Shannon class will help them save lives long into the future.

'It's a notorious part of the Norfolk coast, particularly years ago with vessels running aground on the sandbanks out here. Even as times change, people still need our help. The water jets propelling the Shannon will give us a lot more manoeuvrability, particularly working close to casualties, and it will keep our crews safer too. They're all volunteers, they're putting their life on the line every time they go out. Will you help us continue work that has gone on for nearly 150 years?'



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Blog power!

It's amazing how therapeutic writing it all down can be. Blog, vlog, snap and post your way through H2Only and it'll help to keep you going and spread the word. Just remember to add your online fundraising link to the end of your posts and you'll help raise even more money to save lives at sea.

Not a wordsmith?

How about vlogging? Put your face on camera and tell the world about your watery adventures. If you're feeling shy, dedicate your energies to Instagram instead and let your pictures do the talking.

Brilliant blogging in three steps:

Write for you

Your uniqueness is what will make your blog interesting. Missing your favourite fizzy pop? Type those feelings out until it feels better. Or write an ode to cola. Whatever takes your fancy – this is your space.

Write like you talk

Imagine you're having a chat with your readers, one to one. Don't be too fussy about big words and complicated ideas. Tell it like it is and your readers will relate.

Bring it to life

Pictures of your favourite wine glass, full of plain old water. Sad-face selfies. Your crew, in a group hug for solidarity. Bring your blog to life and your readers will really understand what you're going through – and reach into their pockets to donate!



Lifeboats

Throw me a lifering.

If there's a special event such as a wedding or birthday and you need a day off from the challenge, you can take a 12 hour break by donating an additional £12 – then you're free to drink whatever takes your fancy!



12 hours of
freedom for

£12

Pay your SOS
penalty directly
on your online
fundraising
page



'This year I've recruited friends at work to sign up, creating a work H2Only crew – we can go through the pain of giving up tea and after work drinks together!'

Nathan Murray,
one of our previous H2Onlies



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Be strong. Save money.

Here's a quick way to boost your total. Add up how much you really spend on your favourite drinks each day, then donate what you've saved over the 10 days to your H₂Only fund.

Every penny raised brings us one step closer to funding a new RNLI lifeboat at Wells.



**10 days without a
£3.50 coffee.
£35 SAVED.**

The happiest happy hour, ever.

There's a reason H₂Only ends at 5pm on day 10. Because it's the perfect time to party with your crew. It's the end of the working day and the start of the happiest hour there's ever been, when you'll be reunited with your beloved drinks.

Huddle around the kettle and watch it boil. Cut the tape that kept the coffee pot off limits. Then head to the nearest pub with your H₂Onlies. Pop corks, open cans – feel the fizz.

Let happy hour run all night.
You've earned it.

**Plan to party!
DAY 10 AT 5PM**



SPONSORSHIP FORM

Name of event _____ Date of event _____

Full name _____

Contact address _____

Postcode _____ Telephone number _____

Please tick the Gift Aid box in the table below if you would like The Lifeboat Fund to claim tax on your sponsorship donation; this will add to the value of the amount that you donate without it costing you any extra. For example, at a basic rate of 20% The Lifeboat Fund would receive 25p extra for every Pound you donate. To qualify for Gift Aid, what you pay in income/capital gains tax must be at least equal to the amount we claim on your donation in the tax year. It is a requirement for you to use your home address and postcode to enable us to make a claim.

We never give your information to other organisations for marketing purposes. Your contact details will not be used by The Lifeboat Fund or passed to any companies. Details will only be used to reclaim Gift Aid on your donation where applicable. We would only give your data to another organisation if required to do so by law.

We are unable to claim Gift Aid on any sponsorship where a company address is provided.



Name (Please use capital letters)	Home address (Please use capital letters. Please provide your home address. The Lifeboat Fund will not use your personal details to contact you in any way. Your postcode must be supplied in full in order for us to claim Gift Aid on your donation.)		Gift Aid (✓)	Amount pledged	Amount collected
M R A S A M P L E	1 H I G H S T R E E T, A N Y T O W N, C O U N T Y	A B 1 2 C D	✓	£20	£20
Sub-total					

Continuation pages are available at thelifeboatfund.org.uk/factsheets/sponsorship-form

Please send this completed form to: Angela Wilson, Hon Secretary, The Lifeboat Fund, Home Office,
 4 Seacole NE, 2 Marsham Street, London SW1P 4DF **THANK YOU**



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THANK YOU



Photo: RNLI/Nigel Millard

YOU'RE ALL LIFESAVERS

Together we raised

£

THELIFEBOATFUND.ORG.UK

The Communications and Public Service Lifeboat Fund, registered charity numbers 248421 (England and Wales) and SC041904 (Scotland). Patron: HRH The Duke of Kent



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Can you brave it?

RNLI

RNLI



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