



BLUE MARINE  
FOUNDATION

---

**FUNDRAISE  
FOR  
BLUE  
MARINE**

# WHO IS BLUE MARINE?

Front cover photo © George Karbus  
Photo © George Karbus



UK marine conservation charity Blue Marine Foundation sets to address one of the world's largest environmental problems – that of overfishing. Formed in 2010 by some of the team behind the award-winning documentary film 'The End of the Line', Blue Marine aims to restore the ocean to health by creating marine reserves, restoring vital habitats and establishing models of sustainable fishing. Its mission is to see 30 per cent of the world's ocean under effective protection by 2030 and the other 70 per cent responsibly managed.


For more information head over to our website:

[bluemarinefoundation.com](http://bluemarinefoundation.com)

Get in touch on:


[info@bluemarinefoundation.com](mailto:info@bluemarinefoundation.com)

Follow us on social media:

 @Bluemarinefoundation

 @Bluemarinesf

 @Bluemarinesf

 blue-marine-foundation

# FUNDRAISING ONLINE

Fundraising online is the easiest and most effective way to fundraise. If you haven't done so already, we would advise you to set up your team or individual page through enthuse [here](#).

## SETTING UP YOUR TEAM PAGE:

Once you have clicked on the link above you will be sent to Blue Marine's page.

Click on the blue 'Create a team' button to start the process:

1. Your Target – this can be altered at any time  
Team name
2. Background photo – make your page stand out with a personalised picture or use our default image
3. Tell us about your team – who are you?
4. Customise your team page link - so that supporters can easily identify you
5. Spread the word – don't forget to share your page on your social media profiles

## SETTING UP YOUR INDIVIDUAL PAGE:

Once you have clicked on the link to enthuse you will be sent to Blue Marine's page. Click on the blue 'Fundraise for us' button to start the process:

1. Set a fundraiser type – is it a personal challenge?
2. What is the fundraising type called?
3. Confirm your target – this can be altered at any time
4. Background photo – make your page stand out with a personalised picture or use our default image
5. Tell us about your fundraising mission – who are you and why are you raising this money?
6. Customise your page link – so that supporters can easily identify you
7. Spread the word – don't forget to share your page on your social media profiles

All fundraisers for Blue Marine will receive a **certificate of achievement** and a coveted **Blue Marine badge**.

Photo © Martin Stevens

# BLUE MARINE CHALLENGERS

There are lots of ways you can raise money for Blue Marine and over the years we have seen some incredible feats achieved. Every donation big or small is incredibly valuable and enables Blue Marine to continue its vital work.

In 2021, Jasmine Harrison completed her 3,000 mile row across the Atlantic in a time 70 days, 3 hours and 48 minutes.

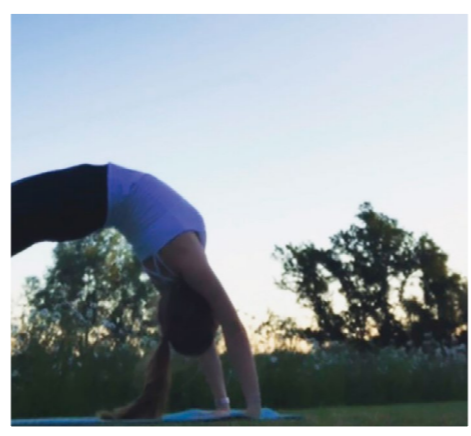
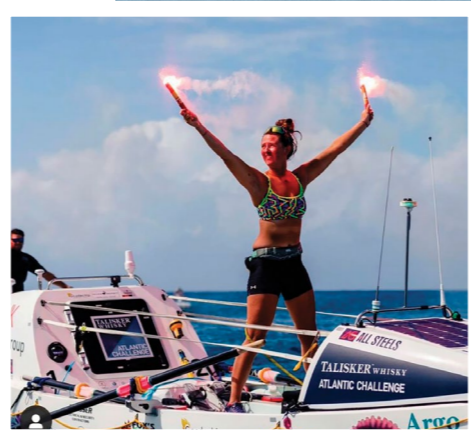
At 21 years old Jasmine became the youngest woman to row the Atlantic solo. Her brave, record breaking journey raised an astonishing £19,795 for Blue Marine and ShelterBox.

In 2020, Camilla and Georgie Windus decided to organise a whole range of classes from pilates to tennis lessons and in celebration of World Ocean's Day, Camilla also ran a half marathon!

Attendees of the classes gave a donation to Blue Marine and it was a brilliant way to spread awareness about the importance of the ocean and pushing for its protection.

Amber Nuttall paddle boarded the channel on World Ocean's Day to raise money for Blue Marine. She paddle boarded 21 miles across the turbulent waters of the English Channel.

Funds raised from the challenge went towards Blue Marine's Solent Oyster Restoration Project which works to bring benefits to the marine environment and Solent communities.



# FUNDRAISING TIPS

- Get snapping – fundraisers with pictures or videos on their page or social media raise 13% more per photo. A perfect excuse for a #selfie!
- Say thanks – 20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.
- Tell your story – writing a story on your JustGiving page helps your supporters understand why you're fundraising. You could raise 65% more if you do.
- Shoot for a target – pages with a target raise 17% more. Aim high!
- Don't be afraid to share – sharing your page on Facebook, Instagram, Twitter and WhatsApp will help you raise more. Let people know about the good stuff you're doing.
- If your company has the facilities, hold a screening of 'The End of the Line' and ask your colleagues for a donation to watch the film. We can provide you with a free link to the film.
- Don't forget about email – there are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.
- Sell cakes during your tea break. You and your colleagues could bake some home-made treats and ask for donations when giving them to the office.
- Add a video or livestream – add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important. You can also live stream directly on your page to show how you are raising money.
- Fundraising at work
- Connect fitness apps – taking on a physical challenge? You could raise 111% more and have supporters keep track of your progress by connecting your page with your Strava or Fitbit account.
- Fundraising through events
- Update your page – let supporters know how you are doing by updating your page often, they will enjoy following your progress and you can even do it through our smartphone app
- Is your birthday coming up? Ask friends to make a donation as opposed to buying you a present.
- Sell tickets for a quiz night at your local pub.
- Host a party and ask friends to buy tickets to come along.
- Host a dinner and arrange a raffle or an auction on the night. Ask friends to help sell tickets.
- Have a spring clean and hold a car boot sale, ask friends and family to donate and sell items as well.



**BLUE MARINE  
FOUNDATION**

For more information head over  
to our website:

[bluemarinefoundation.com](https://bluemarinefoundation.com)

Or follow us on social media:



South Building, Somerset House,  
Strand, London WC2R 1LA

If you have any questions about Blue Marine,  
our work, fundraising or anything else,  
please do not hesitate to contact us.

Thank you again for your support in Blue  
Marine's mission to protect 30 per cent of  
the world's ocean by 2030.