

FOR THE OCEANS



Fundraising for The Deep

THE DEEP

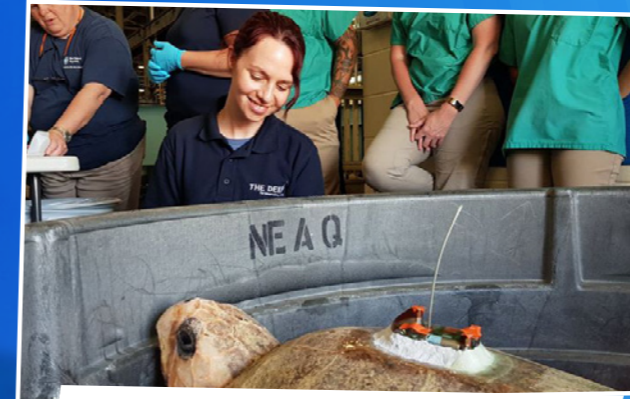
For conservation, not profit.

WHY WE NEED YOUR HELP

As a conservation and education charity, we cannot do what we do without your help.

Conservation is at the heart of everything we do. Without the help of our loyal visitors and supporters much of this work could not happen. All of the money raised through fundraising and donations goes directly towards our charitable work in conservation, education and research. It's not just conservation work within the aquarium, The Deep is an international contributor to marine conservation, supporting projects and research around the world to help protect the oceans and the species that call them home.

We are The Deep and we are For the Oceans.



Conservation projects in the field



In-house breeding programmes



Formal education



Informal education



Scientific research



Outreach and community support

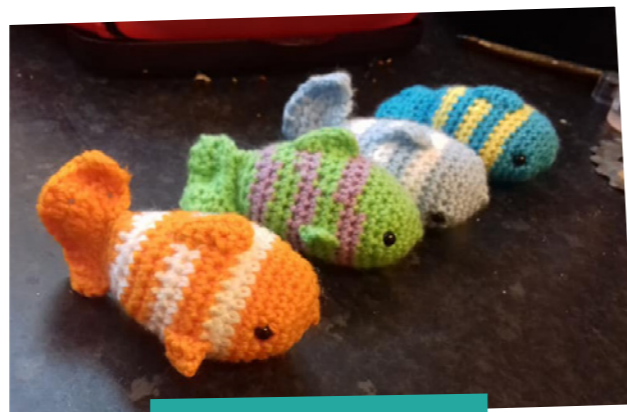
FUNDRAISING INSPIRATION

Every penny counts! You can keep it small or go big, why not get your friends and family involved?

You can do anything to fundraise, but if you're stuck for 'fin'spiration, here's some of the amazing activities our supporters have done so far:



Sponsored bike ride



Selling crafts



Bake sale



Sporting event



We walked the 79 mile Wolds Way in 4 days to raise money for Mind and The Deep!

Suzy & Milly



TOP TIPS



Social media

Gain more support by sharing your fundraising plans and activities across social media. Whether you have created a JustGiving page or are collecting sponsorship, share your event with the world.

We would love to see what you are up to. You can tag us in your posts @thedeephull or use the hashtag #SupportTheDeep.



Gift Aid

The Government allows charities to claim back tax on donations from UK tax payers. If possible, encourage your friends and family to Gift Aid.



How to make your donation

Once you have finished your fundraising, please send in your donation and sponsor forms, by:

Post

Please send donations using one of the methods below, don't forget to include your sponsorship form too!

A cheque (please don't post cash), made payable to **EMIH Limited** to:

Fundraising Office
The Deep
Tower Street
Hull
HU1 4DP

Card

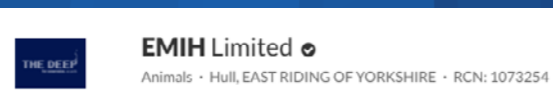
You can make your donation via our PayPal account on our website thedeep.co.uk/conservation/support-us. Alternatively you can pay by credit or debit card over the phone, just call us on **01482 381000**.

In Person

Drop your cash in a sealed envelope to our reception or shop desk. If you prefer, a member of the fundraising team can pop out and meet you.

GoFundMe

Please search and select our charity name **EMIH Ltd** from the charity drop down menu when you set up your campaign.



FUNDRAISING GUIDANCE

(The Legal Stuff)

The Deep is a charity and as such we're governed by a number of rules and regulations. Here are a few things you will need to bear in mind if you decide to raise money for us.

For The Deep

It is important that supporters understand they are raising funds for The Deep however they do not represent The Deep. As such please do not discuss or promote any policies or opinions on specific issues. Should you receive any press interest in your activity/event please refer all enquiries to marketing@thedeep.co.uk. Should you wish to use The Deep logo to promote your activity/event please email info@thedeep.co.uk and our team can send you the correct logo.

Gift Aid

If using the sponsorship form included in this fundraising pack, by ticking the Gift Aid box, your sponsor is confirming that (i) they are a UK Income or Capital Gains taxpayer; (ii) they have read the statement on the sponsorship form and they would like The Deep to reclaim tax on their donation on the date shown; (iii) they understand that they must pay an amount on Income Tax/Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities they donate to will reclaim on their gifts for that tax year and that it would be their responsibility to pay any difference if this wasn't the case; and (iv) they understand that The Deep will reclaim 25p of gift aid on every £1 that they have given.

When collecting the names and addresses of your donors, be mindful of the requirements of the Data Protection Act 2018 and the duty to keep personal details safe and secure.

Food

If you are offering or selling food for the public as part of your fundraising activity, please check with the environmental health department at your local authority with regards to food safety regulations.

Safety

The Deep cannot accept any liability for any fundraising activity or event an individual, group or school undertakes. It is important to remember that you are responsible for all safety and legal obligations relevant to your fundraising activity/event. Do not carry out house to house collections, this is illegal without an appropriate licence from a local authority. Please ensure that you only collect donations and sponsorship from those you know and trust. If you are under 18 years old, please be sure to include a parent, guardian or appropriate adult in your fundraising event or activity.

THANK YOU!

We would like to thank all our amazing supporters for their donations. We would love to see what you have planned so don't forget to share your fundraising activities on Facebook, Instagram and Twitter #SupportTheDeep. Good Luck!

Sponsorship and Gift Aid declaration form

Please sponsor me: (name of participant) _____

To: (name of event or activity) _____

In aid of: The Deep (charity name EMIH Limited) charity number 1073254, England & Wales

If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode and '✓' Gift Aid for the charity to claim tax back on your donation.

Sponsor's Full Name	Sponsor's home address <small>(Only needed if are Gift Aiding your donation)</small>	Post Code	Donation Amount £	Date Paid	Gift Aid? '✓'
Total donations received			£		
Total Gift Aid donations			£		
Date donations given to charity					