



Sam's Army's Mission 1 Life

Fundraising pack

Thank you for fundraising

Every pound you raise helps put life-saving equipment where it's needed and keeps Sam's story in front of the people who most need to hear it. Whatever you choose to do, thank you for being part of Sam's Army.

Why it matters

Sam's Army's Mission 1 Life was founded in memory of Sam Haycock, who was 16 when he drowned in open water. We raise awareness of the dangers and fund the throwlines and equipment that give someone a fighting chance. Our goal never changes: to help save at least one life.

Fundraising ideas

- Quiz night, coffee morning or bake sale
- Sponsored walk, run or swim (use the sponsorship form)
- Dress-down or non-uniform day at work or school
- Raffle or tombola at a local event
- Collection tin at your workplace, club or local shop
- Birthday, wedding or celebration donations instead of gifts
- Car boot, table-top or online sale

What your money could buy

£10	Leaflets and signage to warn people at the water's edge
£25	Helps keep an existing throwline station stocked and ready
£75	Helps deliver a water-safety talk to a school or youth group
£250	Could help fund and install a brand-new throwline station

(Suggested amounts are illustrative. Every pound helps.)

How to pay in what you raise

Once your event is done, get in touch by email or phone and we will tell you the easiest way to pass on what you've raised, including by bank transfer. If you collected sponsorship, send us the completed form so we can record what you raised.

A few tips

- Set a target and tell people what their money buys.
- Share it on social media and tag Sam's Army so we can cheer you on.
- Take photos (with everyone's permission) and send them to us, we'd love to feature you.

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