



26–28 June 2026

# Maritime Mountain Race

## Running a Fundraising Event

Running a fundraising event is a great way to reach your fundraising target. There are many types of events you could host....below are a few ideas and some key things to consider, but the only limit is your imagination!

**Train as you fundraise:** For an endurance race such as MMR, a fundraising run, swim, cycle (or all three!) is a great way to bring your colleagues, friends and family along on your training journey and raise money at the same time.

**Keep in social:** Pub quizzes, coffee mornings, bake sales and dinner parties are all great ways to get your community involved in raising money.

**Raffles and Sweepstakes:** If people are not in a position to donate money, could they donate a prize? With the correct licenses, raffles can be held at an event, or online; silent auctions are also popular; or you could start a sweepstake for people to guess your MMR race finish time. They'll be supporting you and the welfare of seafarers globally, while also being in with the chance of winning something themselves.

**Planning your event – whilst not an exhaustive list, some key things to consider include:**

**Choosing a Date:** When you set the date and time for your event, think about who you want to come and when they'll be free. Check for other events that may clash or prevent people from attending.

**Choosing a Venue:** Think about the most suitable venue – indoors, outdoors, capacity and accessibility. What facilities are there – will there be any additional costs for hiring equipment.

**Who will attend and donate:** Consider your target audience – individuals or businesses; local or international. How will you engage with your audience and encourage attendance?

**Raise money:** The key is to maximise the fundraising potential of your event. Can you charge people to take part, or will you be focusing on donations? Can people or companies sponsor your event? Will you have the opportunity to sell or run additional activities alongside your main event to raise extra money – food, drink, family activities, raffles, silent auction. Would any local business make donations that would reduce your overheads?

**Check the rules:** Charity fundraising is regulated by law, so you need to know any rules and regulations that apply to your event before you start. This is particularly relevant if you are running any kind of raffle, lottery or prize draw – regulations cover both online and in-person events.

Please check the licenses or permissions you may need before running an event. Licenses may also be needed for public entertainment or if you plan to sell food or alcohol. Check with your local authority or venue to make sure you have everything in place before your event.



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**Asking Permission:** You'll need permission to raise money in public places and from the owner if you're fundraising on private property. Permission is also required from individuals or parents of children that appear in any event photos that you plan to use online or in any printed materials.

**Insurance:** Depending on the nature and size of your event, and the venue you chose, check you have appropriate insurance in place.

**However you decide to reach your fundraising target, we're thrilled to have your support.**

