



PROTECT THE OCEAN

Fundraising Toolkit

Tips to Help You Reach
Your Fundraising Goal

 OCEAN
WISE

Start a Fundraiser to Protect Our Ocean and the Marine Life That Call It Home!

Thank you for showing your love of the ocean by taking the first step to start your fundraiser! Whether you want to host an event, set up a school fundraiser or be one of the incredibly kind kiddos who wants your friends and family to give a donation instead of gifts for your birthday, we're here to help you get started.

From humble beginnings in Vancouver in 1956, Ocean Wise has grown into a global conservation organization that addresses threats to whales, overfishing, ocean pollution and climate change. Thank you for joining our pod of compassionate fundraisers!

Every Dollar You Raise Helps:

1. **Provide protection for whales** through conservation research and innovative initiatives like our Whale Report Alert System.
2. **Reduce the flow of plastic and pollution into our ocean** by supporting Shoreline Cleanups and our innovative research and solutions from our state-of-the-art Plastics Lab located in West Vancouver.
3. **Reduce the impacts of climate change and ocean acidification** through research and the replanting of kelp forests in British Columbia and Chile.
4. **Protect and restore marine species** for the health of our ocean and the continued benefit of human populations through our sustainable seafood program.



The Ocean Wise Impact

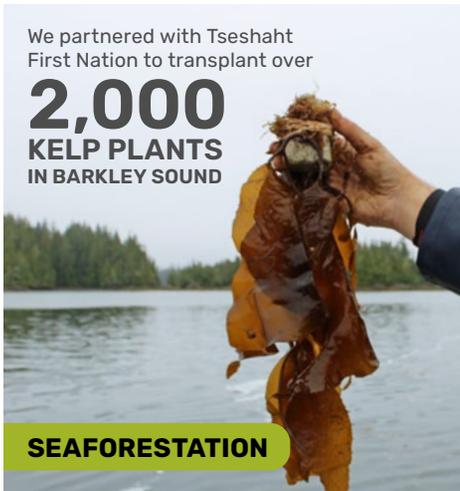


We formed the Salmon Advisory Panel, leading to
15 NEW RECOMMENDATIONS FOR BC SALMON FISHERIES



We released our 2nd annual Rapid Assessment Standard report, generating
300 SUSTAINABILITY RATINGS

FISHERIES & SEAFOOD



We partnered with Tseshah First Nation to transplant over
2,000 KELP PLANTS IN BARKLEY SOUND

SEAFORESTATION



By upgrading our Kelp Nursery,
WE INCREASED CAPACITY BY 500%



YOUTH

105 NEW PARTICIPANTS took part in our Youth programs



EDUCATION

Our Sea Dome tour in Atlantic Canada reached
17 COMMUNITIES, 50 EVENTS, AND 14,000+ PEOPLE



17,995 WHALE ALERTS were sent using the Whale Report Alert System, a **300% INCREASE** from last year

WHALES



Through virtual programming, we reached
23,000 STUDENTS & TRAINED 200 EDUCATORS in climate and ocean education



Shoreline Cleanup litter data shows progress
PLASTIC STRAWS DOWN 32%

PLASTICS



26,387 PEOPLE joined a Shoreline Cleanup, removing
18,092 KGS OF LITTER



Getting Started: Ideas for Your Event

If you've decided on what your fundraising event will be – that's great! If you're in need of inspiration, we've provided some activity ideas that are sure to make for an exciting event.

Sports Challenge

Do you have what it takes to push your limits? Try challenging yourself with a 5k, marathon, 100km cycle, or even 10,000 steps a day for a month. You can even reach out to local businesses and see if they are willing to sponsor your challenge.

Bake Sale

Bake sales are a great way to fundraise as a club, school, or even as an individual. If you're an avid baker, get those oven mitts on and sell your cakes, muffins, or donuts (bonus points if your baked goods are ocean-themed).



Trivia/Bingo/Raffle

Host a game of trivia, bingo, or set up a raffle. Remember to offer a fun prize for the winner, you could even ask a local business if they are interested in donating a prize, such as a free meal or spa session.

Sell Your Handmade Items

Whether you're a knitter, painter, or other type of artist, turn your creativity into impact by selling your handmade items! Arts and crafts markets are a great place to set up a public stall but you can also sell online, whichever works best for you.



Birthday/Anniversary

Do you have an upcoming birthday or anniversary to celebrate? In lieu of gifts, consider asking your family and friends to donate in honour of the occasion. What better gift to receive than knowing you're helping critical ocean conservation efforts!

You Have Your Idea – Now Let's Set Up Your Fundraising Event

1. Choose a Theme

Go to ocean.org/fundraise to choose a theme for your fundraiser.

2. Pick a Name

Decide on a name for your event, something simple yet descriptive is perfect.

3. Upload a Photo

This can be your lovely portrait, your favourite marine animal, or a photo of our ocean.

4. Write a Description

Write a clear and engaging description about your fundraiser, explaining why you have chosen to fundraise and why this cause matters to you.

5. Set a Goal

Every dollar matters to our ocean and the marine life that call it home. When setting your fundraising goal, choose an amount that's meaningful to you – or challenge yourself with a bold target to help drive even greater impact.

6. Share Your Event

Your event link is ready to be shared with friends and family! Whether you choose to share it via text, email, or social media, remember to add a personal message for why protecting the ocean matters to you. We all have our own special reason for why we love the ocean and marine life. Maybe you were lucky enough to spot a glimpse of a killer whale, have fond memories of the beach you visit each summer, or were inspired by a documentary that showed the magnificence of our ocean. When you share you what inspires you, you'll inspire others to act!

Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

FUNDRAISER NAME ?

 0/80

IMAGE ?

DESCRIPTION ?

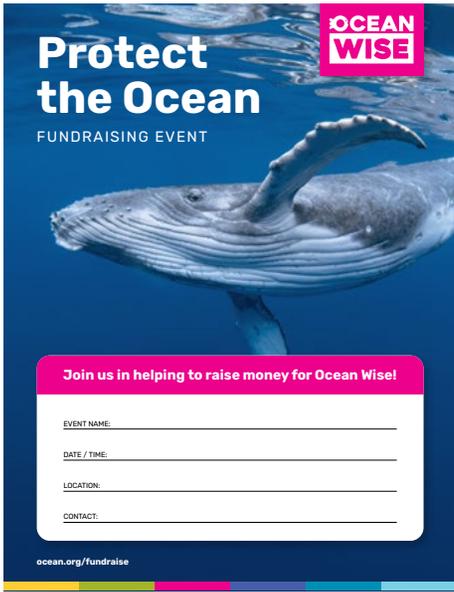
I'm raising money to help Ocean Wise restore and protect vital kelp forests! Will you kindly join me?

101/280

CURRENCY

Add goal

Continue



Event Poster



Ocean Wise One-Pager

Promote Your Event

Let's ensure your event is a success. See below for some inspiration and ideas on how you can promote your event.

Resources

Check out our available **event posters, one-pager, and pledge form** which can be shared digitally or in-print to start a conservation about ocean conservation! All resources can be found at ocean.org/fundraise.

Social Media

Sharing your event on Facebook, Instagram, or X is a great way to promote your event to family and friends. If you've set up an online fundraising page, you can share this directly to your social media channels. And remember to capture some pictures of your event!

Posters

With our provided resources, you can print your very own Ocean Wise poster. Hand them out, put them up in your school, or ask if local business will display them.

Word of Mouth

Remember to tell your family, friends, and work colleagues about your event. The more people who know about your event, the more people who can donate!

Protect the Ocean Pledge Form

Complete this form to keep track of the donations you collect during your event.
Thank you for raising funds for Ocean Wise!

Event Information

Event Name: _____ Date: _____
 Organizer's Name: _____
 Address: _____
 City: _____ Postal Code: _____
 Phone Number: _____
 Email: _____

I am 18 years of age or older: Yes No
 Read our [privacy policy](https://ocean.org/privacy-policy) at ocean.org/privacy-policy

All tax receipts require a full name and complete mailing address, including postal code. Tax receipts will be provided for donations of \$20 or more. E-receipts will be issued where an e-mail address is provided.

Payment Details *choose an option below*

Donation has been submitted online at ocean.org for: \$ _____
 Cheque is enclosed and made payable to Ocean Wise for: \$ _____
 Charge my credit card for: \$ _____
 VISA MasterCard AMEX
 Card Holder Name: _____
 Card Number: _____
 Expiry (MM/YY): _____ CVV: _____
 Signature: _____

Fundraising Goal: \$ _____

SPONSOR'S NAME	STREET ADDRESS	CITY	POSTAL CODE	EMAIL	DONATION AMOUNT

Ocean Wise Conservation Association
 PO Box 3232, Vancouver, B.C. V6B 3X8 Canada

Canadian Charitable Tax #11928-2119-R0001
 U.S. not-for-profit under Section 501(c)(3) Tax #98-0050185

Pledge Form

Ways to Send Your Donation



Online

If you've raised funds through one of our online fundraising pages, we'll receive these donations automatically!

You can also make a donation through our online donation form at ocean.org/onlinedonation



Mail

Ensure cheques are signed, dated and made payable to 'Ocean Wise'. Please include a written note on your event and how you raised the funds. Include your contact details so we can say thank you! Please mail cheques to: **Ocean Wise, PO Box 3232, Vancouver, B.C. V6B 3X8 Canada**



Phone

If you want to make your donation by credit or debit card, you can call the Ocean Wise Philanthropy Team at **1-800-375-8776**.



Wrapping Up: How to Thank Everyone Who Gave

Personal Thank You Video

A heartfelt thank you goes a long way and we're here to make it easy. After your event, it's important to show your supporters just how much their generosity meant. One of the best ways to say thanks is through a personal video. Record a short video message (don't worry, it doesn't have to be fancy!) and we'll send it out to your supporters. Just say thank you, share a favourite moment from your event, or let them know how their support made a difference.

How to Send Your Video

1. Get in touch with us at support@ocean.org and let us know you would like to create a thank you video for your supporters.
2. We will send you a link where you can record your video.
3. Once recorded, your video will come back to us and we can share with your supporters!

Tax Receipts

There's no need to worry about issuing receipts to your donors. Whether someone gives online or in person, we'll automatically send them a tax receipt for donations of \$20 or more.

If you're collecting donations using our downloadable **pledge form**, thank you for going the extra mile! To make sure your supporters receive their official tax receipts, we need two things from you:

1. The full name, address, and email (if available) of each person who donated.
2. All donations that were collected including cash, cheques, or other payments.

Fundraising Examples and Inspiration

Making Waves: Elgin Park's Fundraising Success for Our Ocean!

In honour of Earth Day 2025, the Create Change Club at Elgin Park Secondary School in Surrey, British Columbia, organized a school-wide bake sale, with the goal of raising awareness around environmental sustainability while supporting a meaningful cause. The event was spearheaded by a dedicated team of students and staff who were passionate about making a difference.

"In planning this event, our team wanted to donate the proceeds to an organization that actively works toward environmental protection and education", said Saiya Parmar, Events Director at the Create Change Club.

Thanks to the creativity and enthusiasm of the students, the event raised an incredible \$480, which will fund critical work such as protecting marine life, restoring kelp forests and reducing ocean pollution.

We are so grateful to Elgin Park Secondary and the Create Change Club for their support and commitment to protecting our ocean and helping to build a new generation of ocean advocates.

Mother Margaret Mary Art Club: Creativity Driving Conservation

The Mother Margaret Mary Art Club turned their creativity into action. In support of ocean clean-up efforts, the club chose to create and sell various pieces of art in support of Ocean Wise. These pieces were sold at a student-led art sale, raising an amazing \$489 to support Ocean Wise's clean-up initiatives.



RBC We Care Wednesday

In 2025, we partnered with RBC and the Vancouver Canadians for We Care Wednesday, a day that highlights the efforts and impact of local charities. The Vancouver Canadians generously ran a ticket fundraiser, donating a portion of ticket sales in support of Ocean Wise.

Making a Splash for Omar's Birthday

In celebration of Omar's* first birthday and for all the ocean creatures he loves, family and friends chose to raise \$950 in support of Ocean Wise. Their incredible generosity will help protect the ocean for generations to come, including Omar's future adventures under the sea.

**Name has been changed for anonymity*





We're Here to Support You

Thank you for choosing to support Ocean Wise. We're here to support you and your fundraising efforts. If you would like any support or advice, please get in touch at support@ocean.org or call the Philanthropy Team at **1-800-375-8776**.

From all of us here at Ocean Wise, and all of the marine life counting on us, thank you for choosing to protect and restore our ocean.



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