



**SEAS
YOUR
FUTURE**

Why do we need Ambassadors?

Seas Your Future is the trading name of Adventure Under Sail, a small charity involved in sail training, maritime careers and ocean science.

The charity has a very lean staffing structure and limited capacity to outreach. We have an ambitious 5-year Development Plan and want to increase our influence and secure additional support, by creating a cohort of Volunteer Ambassadors to help us to reach out to organisations and individuals who might support our work, both financially and operationally. This might range from simply spreading the word about what we do, in order to raise our profile amongst a new audience, to putting us in touch with new partners and funders.

About Us

Seas Your Future (SYF) - www.seasyourfuture.org – is the trading name of Adventure Under Sail, charity number 1124276, serving young people aged 15-25, primarily from disadvantaged backgrounds. Our Mission is:

“...to educate young people, through the provision of sailing or sailing related activities and other training and so as to develop their physical, mental, and social capabilities so that they may grow to full maturity as individuals and members of society and their conditions of life may be improved”.

We pursue these objectives on board the Tall Ship Pelican of London by:

- Using sail training programmes to enable young people to discover and extend their abilities, values, passions and responsibilities in situations that offer adventure, challenge and the unexpected; developing their character, resilience, self-confidence, and independence.
- Offering maritime careers taster and training opportunities, to experience life on-board, safety at sea, seamanship, navigation, engineering and teamwork. Participants may already be apprentices or this may be their first step towards a career within the maritime sector.
- Offering Ocean Science educational voyages to young people who care passionately about safeguarding the planet; these have a particular focus on changes to the marine environment and climate.
- Working to ensure that voyages are open to all young people by seeking to subsidise costs for those that cannot pay.



The ship has berth capacity for up to 35 trainees and 13 crew and volunteers and has been undertaking sail training voyages since 2007. We aim to sail for 48 weeks every year; around the UK and Europe from April to October, and in the autumn and winter period on 6-month educational transatlantic voyages. Our sailing programme is usually agreed 12-24 months in advance although the 2020-2021 year has required greater flexibility. We work in strategic partnership with other charities, community organisations, education providers, vocational trainers, port authorities and local councils, to offer a unique and life-changing experience to all who sail with us, and we seek to give priority to young people from disadvantaged backgrounds.

What could I do as a Volunteer Ambassador?

There are several functions for AUS Ambassadors which will require different skills, and it would not be expected that the full range of skills would be offered by one person, but activities and roles could include any of the following:

- Promoting the “Friends of the Pelican” and engaging with potential supporters and regular donors;
- Raising local profile in the media and via events and conferences;
- Seeking out potential sources of grant and sponsorship funding;
- Increasing our pool of volunteer crew;
- Identifying potential partner organisations who work with young people from disadvantaged backgrounds, to build a future pipeline wishing to sail with us;
- Liaising regularly with AUS staff and trustees;

Corporate Engagement – could involve:

- Establish relationships with the commercial sector, local and central government, especially those with an association to the maritime sector for corporate influence and corporate giving and sponsorship;
- Use local networks such as Rotary, Round Table, Chambers of Commerce, to raise our profile and generate potential commercial sponsors and regular donors;
- Establishing relationships with local media to raise our profile;
- Establishing relationships with vocational training and apprenticeships providers and employers in the maritime, ocean science and environmental sectors, and other similar organisations who work with and support young people to improve their employability;
- Attending and/or exhibiting at appropriate local and regional events, trade fairs and conferences to identify potential future commercial partners and sponsors;

Community, School, College and University Engagement - could involve:

- Establishing relationships with potential funders, key decision-makers in local government, key community figures, local grant-making foundations, and any who may have access to funding sources;
- Establish relationships with voluntary and community sector groups and networks to build our database of regular donors;
- Establishing relationships with schools, colleges and further education providers to build a future pipeline of young people wishing to sail with us;
- Establishing relationships with charities and community groups who work with young people from disadvantaged backgrounds to enable access for those wishing to sail with us;
- Attending and/or exhibiting at appropriate local and regional community events especially in the voluntary sector to develop new partnerships with organisations who support specific communities of interest for future sailing pipeline;
- Identifying potential Youth Ambassadors.

What time commitment might we expect?

This is entirely negotiable. In addition to work undertaken locally, ambassadors will be invited to attend virtual and physical meetings at least quarterly to ensure the coordination of all strategic activity around the country, and annual 1-2-1 meetings with the AUS Development and Partnerships Manager for discussion about development needs and support.

Skills and Experience requirements

- Ability to offer *some* of the above skills and expertise;
- Proven all-round communication skills,
- Strong existing networks in local area desirable, although not essential, but a willingness and ability to make new contacts is paramount;
- Ability to prepare and make presentations on a 1-2-1 and group basis, using materials provided by SYF;
- Experience with using Microsoft Office, willing and able to use a simple database,
- email, internet;
- People skills and a passion for voluntary sector;
- Good organisational skills;
- Ability to travel within local area;

What you will receive from AUS

- Induction, training and ongoing support for the role from trustees, staff and other volunteers;
- Promotional materials including leaflets, brochures, pull-up banners;
- Pelican clothing;

- Although there will no payment for time spent volunteering, reimbursement of reasonable travel and out of pocket expenses will be paid
- Regular updates and newsletters, on the ship's voyages, activities, successes of Ambassador Volunteers and future plans
- A chance to visit Tall Ship Pelican of London when circumstances permit
- The sense that you are contributing positively to the development of young people!

Thank you for taking the time to read this document and for thinking about our plans. Do you think you could help us? If so, or you would like to understand more, please contact Simon Thorrington – simon@seasyourfuture.org – for an exploratory discussion.