

SOFA TO SAILBOAT

ONE TINY BOAT - ONE GIANT OCEAN

SIZE DOESN'T MATTER - IT'S WHAT YOU DO WITH IT THAT COUNTS

In December 2024, a health-retired emergency service volunteer, joined by a former Team GB Powerlifter, will leave the comfort of their sofas to cross the Atlantic Ocean aboard Poppet, a tiny 'dinghy with a lid'.

The three-thousand-mile expedition will use just the wind in their sails and solar power for their electronics.

The exciting adventure is in aid of four charities.

THEIR JOURNEY HAS BEGUN

JOIN THEM AS THEY MOVE FROM THEIR SOFAS TO
A SAILBOAT

SOFATOSAILBOAT.CO.UK

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LATEST PROJECT NEWS**



SOFA TO SAILBOAT

WHAT'S IT ALL ABOUT?

During the winter of 2024/25, two crew mates will cross the Atlantic Ocean in a tiny 50-year-old sailing boat, independently and unassisted, from The Canary Islands to the Caribbean. They have a charity fundraising goal of:

£100,000

Giving up the comfort and safety of their sofas, the crew will sail non-stop in separate shifts at the helm. They will face exhaustion, seasickness, forty-foot-high waves, wet sleeping bags, and the lingering thought of 'what's that noise?'.
The tiny boat will combine emerging technologies to supplement the sails with a rechargeable electric outboard motor to make the crossing without using fossil fuels.

Sofa To Sailboat has pledged to follow 'The Green Blue', a Royal Yachting Association and British Marine joint environmental program.

In aid of
MACMILLAN
CANCER SUPPORT

In aid of
mind
for better mental health

In aid of
MS-UK

In aid of
StHelena
Hospice
For the people you love



SOFA TO SAILBOAT

THE CREW

John-Kenneth was health-retired from his public service volunteer role. Still, he wanted to carry on supporting his community while using the project to help his PTSD recovery and move from his Sofa to a Sailboat.

He chose four charities to fundraise in aid of:

Macmillan Cancer Support

Mind

MS-UK

St Helena Hospice

John-Kenneth formed the idea of crossing the Atlantic Ocean in a tiny boat whilst watching teams of ocean rowers set off from The Canary Islands on their journey towards Antigua.

He started preparations for the crossing but later realised he couldn't face the Atlantic Ocean alone and started searching for a crewmate.

After being contacted via social media, John-Kenneth was contacted by first-time sailor Farris Collins. During their first meeting, they formed an instant friendship.



JOHN-KENNETH D. HABBERSHAW
SKIPPER (CHIEF OF SHOUTING)
COLCHESTER ESSEX

'JK', 40, is a fulltime Marine Surveyor, Marine Electrician, and director of WillMyBoatFloat Ltd.

His role involves providing consultancy and installation of equipment to yachts and racing boats for safe crossing of the Atlantic, Indian, and Pacific Oceans. He also enjoys working with teams and solo ocean rowers; many have set new race or world records under his care.

His passions are pretty much anything related to sailing or the sea.

JK served as a Police Special Constable/Sergeant for almost nine years.



FARRIS COLLINS
FIRST MATE (CHIEF OF BALLAST)
BOURNEMOUTH, DORSET

Farris, 25, is a former Team GB Powerlifter. He is no stranger to pushing himself to the limit, having competed and won at the highest levels internationally.

Farris has also completed several climbing treks, including Mt Toubkal, Morocco and Mt Kilimanjaro, Tanzania.

However, this challenge is entirely new, as he has never sailed!

Despite this, Farris is determined to take on the challenge of raising funds and awareness in aid of the four charities.

SOFA TO SAILBOAT

THE BOAT

Poppet is a 'Leisure 17' sailing boat originally intended for weekend inland and coastal sailing. She was built in Essex over 50 years ago, and at just 17ft (5.20m) long, she's smaller than a popular regular-sized white builders van!

Poppet will be the crew's home for up to six weeks while crossing the Atlantic Ocean. She must protect them from the elements while providing storage, water-making and cooking facilities, and solar and wind power generation for communications and navigation equipment.

The boat was stripped back to a bare hull and is undergoing a complete refit with structural upgrades to ensure she is safe for her upcoming Atlantic crossing.

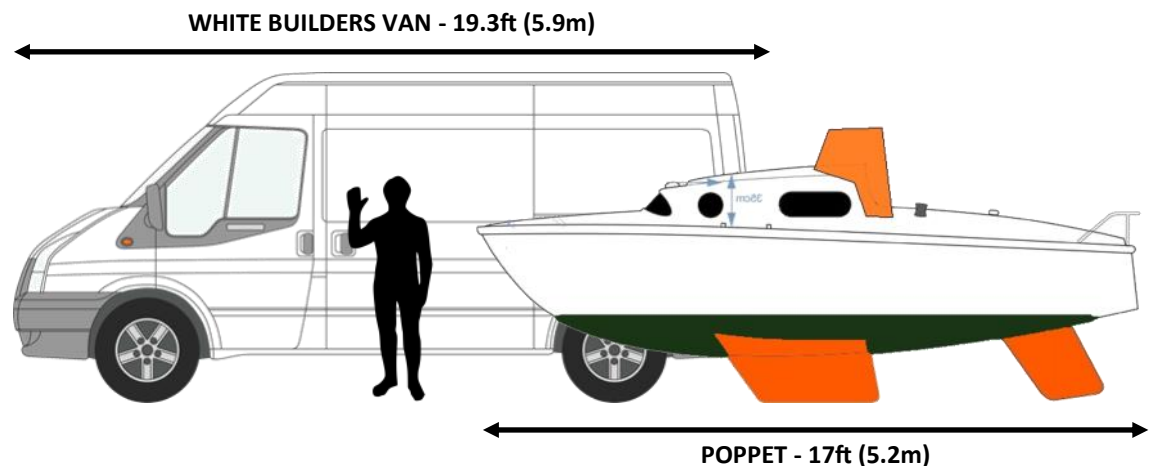


Rescued from the nettles

Poppet's average speed will be just 4mph (3.5kn), a fast walking pace!

At its deepest, the Atlantic Ocean is 5.28 miles (8.5km) deep!

There will be no toilet on board, the crew will have to use a bucket (and chuck it)!



SOFA TO SAILBOAT

FUNDRAISING

Sofa To Sailboat hopes to raise £100,000!

The chosen charities have assisted the families or the crew directly and hold a special meaning.

With the COVID-19 pandemic and the increasing cost of living, a drop in donations has had a significant impact. Some charities have had to close or reduce their services whilst facing the strain of being essential lifelines to their users. However, the crew want them to continue helping others and carry on their work.

Fundraising has already begun!

There are multiple online collection platforms, an SMS 'Text To Give' service, card payment devices, and the traditional method of shaking the 'ships toilet' collection bucket for donations at community events.

By engaging with a large and diverse audience, the project aims to increase emotive/impulsive donations, provide extra exposure for the charities and sponsors, and grow and retain supporters.

Poppet will be on show at her busy home, Titchmarsh Marina, Walton-on-the-Naze, Essex, when she is not on tour.

**A live fundraising total is shown at
sofatosailboat.co.uk**



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SOFA TO SAILBOAT

S.O.S - WE NEED YOUR HELP!

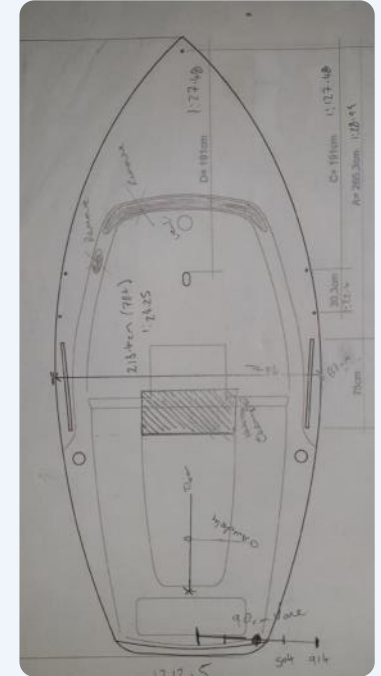
Crossing the Atlantic in a tiny boat is a huge undertaking!

To maximise charity fundraising, Sofa To Sailboat needs to work with corporate sponsors to help cover some of the costs of preparing Poppet.

The crew will need the best safety equipment, hardware, and ration pack meals, to cross the ocean safely.

Countless hours have been spent on research and planning. With minimal storage, every item on board and every boat modification has been carefully considered for suitability and purpose.

The crew would like to offer you the opportunity to be part of their team and form partnerships with those who share a sense of social responsibility and a spirit of adventure.



FOOD

Dehydrated ration packs, snacks, and nutrition

£2,500



CERTIFICATION

Mandatory courses, Certificates, and Documentation

£2,500



RENEWABLE POWER

Solar panels, Wind generators, and Battery charging systems

£5,000



LOGISTICS

Get the crew to their departure point in The Canary Islands

£5,000



SAFETY EQUIPMENT

Technical clothing, Lifesaving, and First Aid equipment

£6,000

SOFA TO SAILBOAT

SPONSOR OPPORTUNITIES

Sofa To Sailboat is ready to create a unique sponsor package for you!

- Could you sponsor or loan an item of essential equipment?
- Could you donate prizes or experiences for a raffle and fundraising auction?
- Would you combine sponsorship with a charity donation or consider fundraising matching?

In return, let us show our followers that you care about the charities and ethos that Sofa To Sailboat promotes.

The sponsorship opportunities shown opposite are just examples of how we could represent your brand.



SOFA TO SAILBOAT

	PLATINUM x 1 £10,000	GOLD x 2 £5,000	SILVER x 4 £2,500	BRONZE £1000	CAPTAIN £500	FIRST MATE £250	DECKHAND £100
BOAT AND EQUIPMENT BRANDING							
XXL LOGO The largest space on the Topsides, Main Hatch, and maybe the Sails too!	✓	✗	✗	✗	✗	✗	✗
XL LOGO Space on the Topsides, Main Hatch, and maybe the Sails too!	✗	✓	✗	✗	✗	✗	✗
LARGE LOGO Topsides or Boom, and Main Hatch	✗	✗	✓	✗	✗	✗	✗
MEDIUM LOGO Topsides	✗	✗	✗	✓	✗	✗	✗
SMALL LOGO Topsides	✗	✗	✗	✗	✓ Topsides (High)	✓ Topsides (Low)	✗
PRINTED COMPANY NAME ONLY Topsides	✗	✗	✗	✗	✗	✗	✓
CREW & FUNDRAISING UNIFORM	✓	✓	✓	✗	✗	✗	✗
MEDIA, WEBSITES, AND APPEARANCES							
HOME PAGE TOP, LIVE TRACKER, FUNDRAISING PAGE	✓ Logo	✓ Logo	✓ Logo	✗	✗	✗	✗
HOME PAGE FOOT & SPONSOR PAGE	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Text Only
VISIT TO HQ OR CORPORATE EVENT WITH POPPET	✓	✓	✓	✗	✗	✗	✗
POST CROSSING PRESENTATION	✓	✓	✓	✗	✗	✗	✗
LOGO ON STATIONARY/PROMOTIONAL MATERIALS	✓	✓	✓	✗	✗	✗	✗
MERCHANDISE PACK AND GOODIE BAGS	✓	✓	✓	✓	✗	✗	✗
EVENT TICKETS/INVITATIONS	✓	✓	✓	✓	✗	✗	✗
MENTION/LOGO INCLUSION IN PRESS RELEASES	✓	✓	✓	✓	✗	✗	✗
SOCIAL MEDIA INTERACTION AND SHARING (Frequency based on commitment level)	✓	✓	✓	✓	✓	✓	✓

MEDIA BENEFITS

The interest in extreme adventures and niche-based fundraising is growing; they have a considerable following and the potential for broad local, national, and international audiences. Recent independent voyages by ocean rowers and a walking campaign by three bereaved fathers attracted national and international media attention. Those media events significantly increased donations to their favourite charities.

Sofa To Sailboat is building relationships with radio, television, news, and magazine editors in the run-up to the Atlantic crossing, where there will be live tracking and a regular blog from up to 1500 miles offshore!

Your involvement and branding on the boat, technical clothing, and website could be seen far and wide in a far-reaching campaign, which has the potential to create new opportunities in areas and markets that you may not have previously considered.

DIGITAL



- Social Media
- Live Voyage Tracking Page
- Website, Blogs, Podcasts
- Videos and content during the voyage



BRANDING



- On the boat
- On the sails and technical clothing
- On promotional project stickers/stationery/gifts
- www.sofatosailboat.co.uk
- Fundraising / Live Tracking Page

TRADITIONAL MEDIA



- Television Interviews
- Radio Interviews
- Newspapers
- Magazines
- Charity newsletters/mailshots

SEE THE BOAT / MEET THE CREW



- A UK tour for appearances at boat shows, county shows, sports events, regattas, yacht clubs, etc., both locally and nationally, is being organised
- Display at a 700+ boat Essex marina
- Promotional visits and team days

THE CHARITIES

In aid of



Macmillan Cancer Support provides specialist health care, information and financial support to people affected by cancer.

It also looks at cancer's social, emotional and practical impact and campaigns for better cancer care.

John-Kenneth has lost three relatives to cancer. Macmillan Cancer Support was there on each occasion to support his family during this time.

- £29 pays for a Macmillan nurse for one hour.
- £100 could pay for a person affected by cancer to attend a Wellbeing event.
- £500 could fund an outing for a Macmillan Cancer Support group.



In aid of

Mind is a UK-based charity that provides advice and support to empower anyone experiencing a mental health problem.

Mind campaigns to improve services, raise awareness and promote understanding, and won't give up until everyone experiencing a mental health problem gets support and respect.

Every year, one in four of us will experience a mental health problem.

- £20 could run the online peer support community 'Side by Side' for one hour.
- £50 could help campaign for better mental health services from the government.
- £100 could pay the cost of one Infoline advisor for a whole day.



In aid of

MS-UK is a Colchester-based but a national-serving charity. They are there for people affected by Multiple Sclerosis, around one in every 500.

MS-UK is for anyone affected by Multiple Sclerosis and aims to empower them to live healthier and happier lives.

One of John-Kenneth's close family members died from complications of Multiple Sclerosis, so selecting this charity was an obvious choice.

- £50 is the cost of one counselling session with a trained MS-UK counsellor.
- £200 is the cost of ten complimentary subscriptions to MS-UK's new magazine 'Pathways' for those who cannot afford it.



In aid of

St Helena Hospice helps people who face incurable illnesses and bereavement, supporting them and their families, friends, and carers.

They reach out to members of the community, helping them make their own choices and live with dignity.

St. Helena aims to bring comfort to all who need it, offering the people of North Essex individual care and total support, regardless of diagnosis or circumstances.

- £20 provides a patient with nutritious, home-cooked meals for two days.
- £80 could provide a patient with comfort, dignity and compassion at the end of their life from a healthcare assistant during these frightening times for half a day.

THINK GREEN

Our Green Promise

To make the project environmentally sustainable, Sofa To Sailboat follows the best practice guidance of 'The Green Blue', an environmental awareness programme created by the **Royal Yachting Association** and **British Marine**. Sofa To Sailboat aims to stay as environmentally friendly as possible throughout the restoration, boat transport, ocean crossing, and after the expedition.

The commitments:

- ✓ To responsibly and safely dispose of chemicals/paints/materials used during the boat restoration.
- ✓ To work with other Green Blue members, manufacturers, or sponsors with eco-friendly policies.
- ✓ To use or refurbish quality second-hand parts rather than buy new equipment if possible.
- ✓ To recyclable materials and avoid virgin single-use plastics.
- ✓ To use eco-friendly cleaning and personal care products designed especially for compatibility with ocean ecosystems.
- ✓ To 'leave no trace' – All non-organic/non-biodegradable waste will be stored onboard until the end of the crossing. It will then be sorted and then recycled/disposed of responsibly.
- ✓ To use carbon offsetting for personal flights and boat transportation via a Green Blue members scheme.

No Fossil Fuels!

Sofa To Sailboat is combining new technologies to make the crossing utilising only renewable energy!

Primary propulsion will be the wind in the sails, combined with a hybrid system that uses solar panels and a wind generator to charge recyclable batteries.

Surplus energy will top up a dedicated battery for an electric outboard motor. It will be kept on standby to get Poppet out of the way of any giant container ships or obstacles in a hurry!

An electric desalination unit will turn seawater into drinking water to avoid taking single-use plastic bottled water.



SOFA TO SAILBOAT

FAQs

- What?** The crew will sail a tiny 17ft 50-year-old fibreglass boat across the Atlantic Ocean.
- Where?** From The Canary Islands to the Caribbean.
- When?** Winter of 2024/25.
- Why?** In aid of four charities and to promote sustainable use of the oceans.
- Who?** A health-retired emergency service volunteer, joined by a former Team GB Champion Powerlifter.



Why is the crossing in the middle of winter?!

3:47 PM

Statistically December/January is the best time to make the crossing. It is the most favoured time for Atlantic Ocean rowing, and sailing rallies.

3:53 PM

Will I be able to track the boat?

4:05 PM

A tracker will be installed with a live location map shown on the website.

4:08 PM

How will you resupply your food? What will you eat?

4:11 PM

The crossing is unassisted; everything must be on board before casting off! A hinged camping stove will boil water to prepare dehydrated meals. In addition, various snacks will be consumed throughout the day.

4:15 PM

What will you drink?

4:17 PM

There will be a desalination unit that will produce enough water for daily requirements. Rationed water will be carried for any emergencies.

4:21 PM

Where is the toilet?

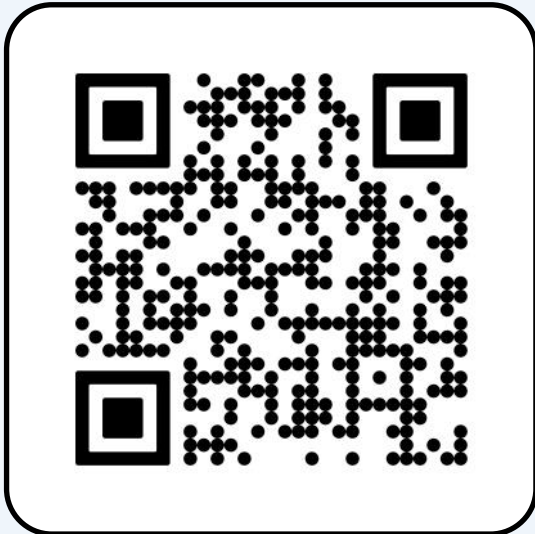
4:27 PM

A popular question! The tiny boat does not have a 'sea-toilet'. We will be using the 'Bucket and Chuck-It' method once Poppet is more than three miles offshore. This complies with RYA and MARPOL waste management guidelines.

4:32 PM

SCAN TO

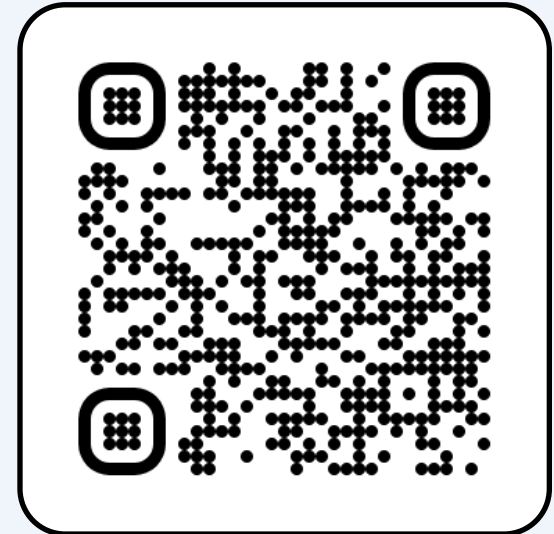
VISIT THE WEBSITE



EMAIL



MAKE A DONATION



SOFA TO SAILBOAT

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Further Information and Resources

Donations: www.sofatosailboat.co.uk/donate

Sponsors: www.sofatosailboat.co.uk/sponsor-information

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PLEASE



RECYCLE ME