

SOFA TO SAILBOAT

ONE TINY BOAT - ONE GIANT OCEAN

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

During the winter of 2024/25, a health-retired emergency service volunteer, and a former Team GB Powerlifter will sail three thousand miles across the Atlantic Ocean. Using just wind and solar power, they will be unassisted and alone on 'Poppet', their tiny upcycled 'dinghy with a lid'.

The exciting adventure is in aid of four charities.

THEIR JOURNEY HAS BEGUN

JOIN THEM AS THEY MOVE FROM THEIR SOFAS TO
A SAILBOAT

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OUR LATEST 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 in aid of four charities. They have a fundraising goal of:

£100,000

Giving up the comfort and safety of their sofas, the crew will sail 24 hours a day in separate shifts at the helm. They will face exhaustion, seasickness, whales, 40-foot waves, wet sleeping bags, and the lingering thought of 'What was that new noise?'

The boat combines new technologies to supplement the sails with a rechargeable electric outboard motor to make the crossing without reliance on fossil fuels.

The project 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
St Helena
Hospice



SOFA TO SAILBOAT

THE CREW

When John-Kenneth was health retired from his public service volunteer role, he wanted to carry on supporting his community while using the project to help his mental health 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

He came up with 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.

Later, he decided that he couldn't face the Atlantic Ocean alone and started a campaign to find a crewmate.

John-Kenneth has partnered up with first time sailor Farris Collins.

The team have a busy time ahead refurbishing Poppet, training, fundraising, and working with their sponsors.



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

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

Since 2014, he has worked as a consultant for teams and solo ocean rowers to get them safely across the Atlantic and Pacific Oceans; many of them have set new race or world records in the process.

He has 14 years of sailing experience; 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 at the highest level in Powerlifting. Farris has also completed several climbing treks, which included Mt Toubkal, Morocco and Mt Kilimanjaro, Tanzania.

However, this challenge is an entirely new one for him, as he has never sailed before.

SOFA TO SAILBOAT

THE BOAT

Poppet is a 'Leisure 17' sailing boat built in Essex around 1972. At just 17ft (5.20m) long, she's smaller than a regular white builders van!

Poppet will be the crew's home for up to six weeks while they cross 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, ready for a complete refit and upgrades to ensure she is safe for her Atlantic crossing in the winter of 2024/25.

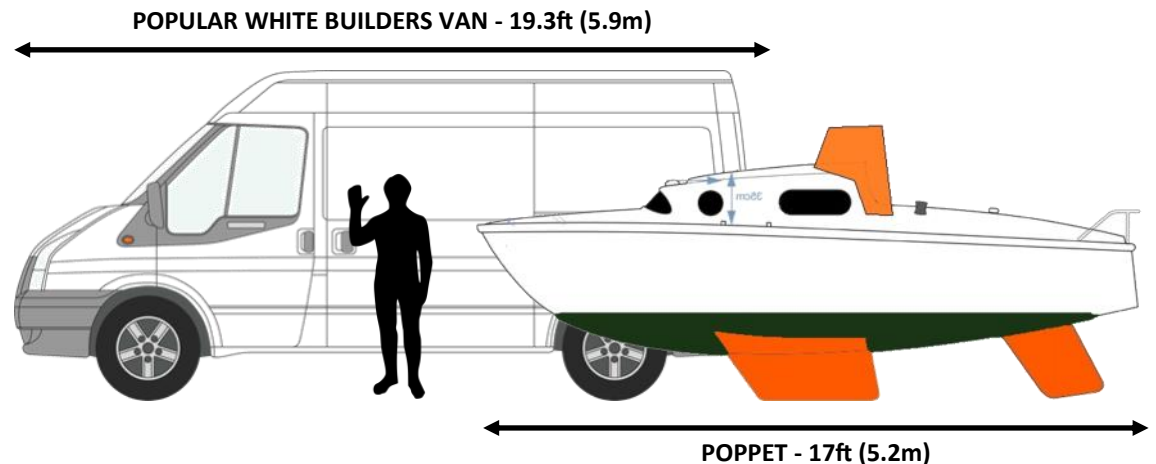


Rescued from the nettles

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

They hope to raise £100,000 in aid of charity.

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 impacted them all; some 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, card payments, bank transfers, an SMS 'Text To Give' service, and the traditional method of shaking a 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 sponsors, and increase and retain our supporters.

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

The latest live fundraising total is shown at www.sofatosailboat.co.uk.



In aid of
MACMILLAN
CANCER SUPPORT

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St Helena
Hospice

OUR CAUSES

In aid of



Macmillan Cancer Support is one of the UK's biggest charities and provides specialist health care, information and financial support to people affected by cancer. It also looks at the social, emotional and practical impact cancer can have, and campaigns for better cancer care.

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

- £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.



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 'Elefriends' 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.



MS-UK is a Colchester-based but a national-serving charity. They are there for people affected by Multiple Sclerosis – that's around one in every 500, with about 130 people diagnosed every week. MS-UK is there for anyone affected by Multiple Sclerosis and 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 is a Colchester-based charity that 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 and relief to all who need it, offering the people of North Essex individual care and total support, regardless of their diagnosis or personal 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.

SOFA TO SAILBOAT

WE NEED YOUR HELP

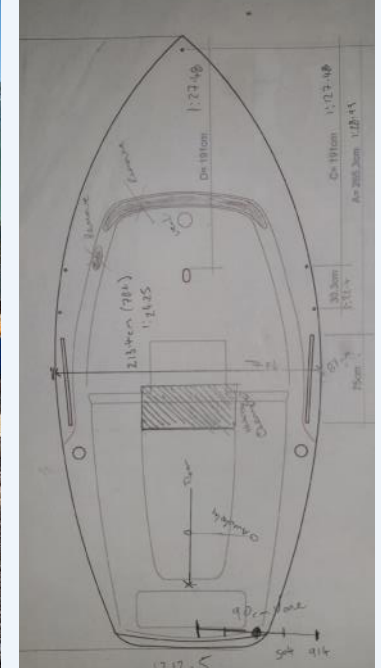
As the crew prepares to embark on the adventure, Sofa To Sailboat would like to offer you the opportunity to be part of their team.

Sofa To Sailboat would like to form partnerships with companies and individuals who share a sense of social responsibility and a spirit of adventure.

A range of unique sponsorship opportunities are available, all with customised packages.

Whether you can supply or loan equipment 'in-kind,' directly sponsor the boat, or are thinking about donating directly to the charities, we would love to talk to you about promoting your brand and message.

Let us show our followers, customers, and target audience that you care about the charities and ethos that Sofa To Sailboat promotes.



SPONSOR MEDIA BENEFITS

The interest in extreme adventures and niche-based fundraising has a considerable following and potential for broad local, national and international audiences. Your involvement and logo on the website, boat, and technical clothing could be seen far and wide. Our far-reaching campaign has the potential to create new opportunities in areas and markets that you may not have previously considered.

Recent independent voyages by ocean rowers and a walking campaign by three bereaved fathers attracted national and international media attention with television interviews and features. Those media events significantly increased donations to their chosen charities.

Sofa To Sailboat is building relationships with radio, TV, news, and article 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.



DIGITAL

- Social Media
- Website, blogs, podcasts
- Live digital boat tracker
- Videos and content during the voyage



TRADITIONAL MEDIA

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



BRANDING

- Logos and Branding on the boat
- On the sails and technical clothing
- On promotional project stickers/posters/stationery
- On our website www.sofatosailboat.co.uk



SEE THE BOAT / MEET THE CREW

- Display at a 700+ boat marina in Essex
- UK tour to boat shows, jumbles, county shows, sports events, regattas, yacht clubs etc. locally and nationally
- Promotional visits and team days

EXCLUSIVE SPONSOR OPPORTUNITIES

PLATINUM PARTNER

- The largest sponsor logo on the high visibility areas: boat hull, cabin hatch, and possibly on the sails too!
- Exclusive Title Sponsor logo space at the top of the website home page and sponsorship page
- Primary logo on the expedition / fundraising clothing
- Primary logo on the fundraising material / stationery
- An opportunity to visit your UK company or event with Poppet for photography, staff presentation days and fundraising before and after the Atlantic crossing
- Blogging, Social Media posts, and retweets/shares
- Interviews prior to and after the voyage
- Exclusive event invitations

GOLD PARTNERS

- A medium sponsor logo on the high visibility areas: boat hull, cabin hatch, and possibly on the sails too!
- Gold Sponsor logo space at the top of the website homepage and sponsorship page
- Secondary logo on the expedition / fundraising clothing
- Secondary logo on the fundraising material / stationery
- An opportunity to visit your UK company or event with Poppet for photography, staff presentation days and fundraising before and after the Atlantic crossing
- Blogging, Social Media posts and retweets/shares
- Interviews prior to and after the voyage
- Exclusive event invitations



SILVER PARTNERS

- A smaller logo on the boat hull or boom sticker, and cabin hatch
- Shared Silver Sponsor logo space at the top of the webpage and sponsorship page
- An opportunity to visit your UK company or event with Poppet for photography, staff presentation days and fundraising before or after the Atlantic crossing
- Blogging, Social Media posts and retweets/shares
- Interviews prior to or after the voyage
- Exclusive event invitations

SOFA TO SAILBOAT



A range of sponsorships and branding opportunities are available.

The options listed here are just an example. Sofa To Sailboat will work with you to create a unique package to suit your commitment.

Goods in kind or sponsorship of equipment to the equivalent value will receive the same benefits as a financial sponsor.

You can combine sponsorship with a charity donation if you wish.

FOR BRONZE PARTNERS

£1,000

- A5 SIZE BUSINESS LOGO - HIGH TOPSIDES
- Shared space for your logo on the foot of the homepage and sponsor page
- Individual blog post
- Social media posts and retweets

£500

- A6 SIZE BUSINESS LOGO - TOPSIDES LOW LEVEL
- Shared space for your logo on the foot of the homepage and sponsor page
- Individual blog post
- Social media posts and retweets

£250

- Company Name (no logo) higher on the boat hull
- Shared space for your logo on the foot of the homepage and sponsor page
- Individual blog post
- Social media posts and retweets

£100

- Company Name (no logo) lower on the boat hull
- Shared space for your logo on the foot of the homepage and sponsor page
- Individual blog post
- Social media posts and retweets

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**. From the project conception, 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 disposed of/recycled responsibly.
- ✓ To use carbon offsetting for personal flights and boat transportation via a Green Blue members scheme.

No Fossil Fuels!

Sofa To Sailboat has teamed up with leading marine manufacturers to combine 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 LiFePO4 batteries.

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

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



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, and 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 needs to be onboard before casting off! A camping stove will be used to 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?

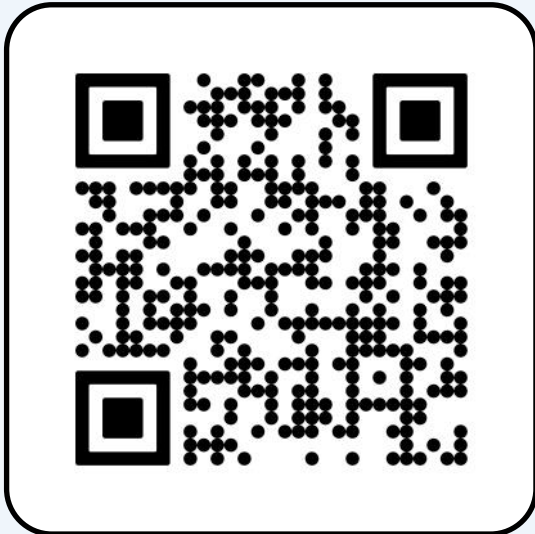
4:27 PM

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

4:32 PM

SCAN TO

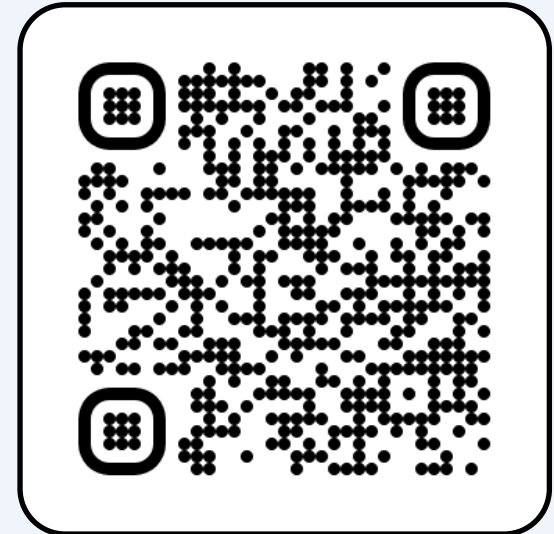
VISIT OUR WEBSITE



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MAKE A DONATION



SOFA TO SAILBOAT

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Further Information and Resources

Donations: www.sofatosailboat.co.uk/donate

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PLEASE



RECYCLE ME