“Never give up on achieving your goals”
Andrew ‘Bart’ Simpson

SUPPORT US
ENGAGE YOUR TEAM  ENHANCE YOUR PROFILE
Founding Trustees

Sir Ben Ainslie
The most successful Olympic sailor of all time. With 4 Golds and 1 silver Ben now heads up Britain’s challenge for the 35th America’s Cup.

Iain Percy, OBE
A double Olympic champion and skipper of America’s Cup challenger Artemis Racing. He won Gold in the Beijing Olympics and Silver at London 2012, sailing in the Star with Andrew, his best friend of 25 years.

Leah Simpson
Leah was Andrew’s wife and mother of their two children, Freddie and Hamish.

Introduction

The ANDREW SIMPSON SAILING FOUNDATION

The charity was founded in memory of, and inspired by, Olympic Gold medallist, sailor Andrew ‘Bart’ Simpson who died at the age of 36. The founding trustees are Sir Ben Ainslie CBE, Iain Percy OBE and Andrew’s wife, Leah.

The Foundation honours the life and legacy of a sailor who was passionate about encouraging and helping others fulfil their aims.

Everything the Foundation does is driven by the belief that all young people have the ability to excel if they are inspired and given the chance to grow and achieve.

Andrew was very passionate about encouraging other people to make the best of the opportunities they were given. Through the Foundation's activities we hope to provide opportunities to thousands of young people across the world, and those who grasp it with both hands and show dedication, will be given significant support to reach their potential.

Iain Percy, OBE

Everything we do at the Andrew Simpson Sailing Centre is driven by our belief that all young people have the ability to excel. Inspired by Andrew, we aim to empower personal growth, inspire excellence and provide an opportunity to young people to unlock their potential and develop their own capabilities.

Paul Goodison
MBE Olympic Champion and Sailing Centre Director

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andrewsimpsonfoundation.co.uk
WHAT WE DO

The Foundation offers the challenges of a sailing environment to promote health and wellbeing, and to develop personal skills that will improve a young person’s ability to succeed in life and work.

Foundation funding is international. The model for the delivery of sailing and the making of grants will vary according to the existing resources in those countries.

In developed countries sailing opportunities could be delivered through sailing clubs, training centres, organisations, charities and schools. In other countries there may be a need to work with organisations to introduce a sailing infrastructure.

Whichever is the case the Foundation aims to support, both practically and financially, the providers of sailing internationally to achieve its objectives.

WHY YOUR SPONSORSHIP AND SUPPORT MATTERS

The Foundation is building on the overwhelming support received after Andrew’s death to create a sustainable charity which will:

• Develop skills and capabilities in young people so they can become responsible and valuable citizens
• Enable participation by overcoming barriers - financial, physical, learning disability, mental health or social
• Give opportunities in sports leadership and sailing instructing
• Raise the profile of sailing as a valuable educational and career development tool.

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The number of people the Foundation got on the water in 2014. Bart’s Bash, an annual global race in memory of Andrew Simpson, combined with the Foundation’s charitable programmes made sure sailors and non-sailors, old and young took to the water in a unique and enjoyable way throughout the year.

That’s where boat parks were emptied, celebrities, professional, amateurs and first timers got on board to sail in the largest race in the world, Bart’s Bash.

The Foundation engaged with hundreds of active organisers in sailing clubs and organisations, creating a unique and willing communication network world-wide. Alongside the sailors, there were an additional 7000 volunteers at clubs making Bart’s Bash happen.

The ASSF is a young charity, but already the numbers are impressive. Our vision is clear and the numbers will keep developing – just as we are developing the lives of children and young people through sailing.

OVER 35,000 LOCATIONS

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The Foundation enjoyed unparalleled interest on the internet and on social media for the Bart’s Bash campaign and, subsequently, for its other delivery projects.

The Foundation uses the experiences of its Olympic sailors and coaches to create charitable programmes which aim to change the lives of young people.

Over 1500 youngsters in the UK, South Africa and Bermuda were able to benefit from the unique educational experience of sailing in 2014. In 2015 programmes will be available in the UK, Bermuda, South Africa and Vanuatu. These programmes will engage with over 1000 young people together with the Foundation’s activities at its centre in Weymouth many more lives will be changed in 2015.

2014 WORLD RECORD!
It’s official – the Foundation were presented with a Guinness World record for Bart’s Bash 2014 – the largest sailing race in the world in 24 hours.

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In May 2014 the Foundation was given the opportunity to establish the Andrew Simpson Sailing Centre at the Weymouth and Portland National Sailing Academy. The Centre operates as a not-for-profit sailing centre and also offers the Foundation the opportunity to develop specific sailing programmes in line with the charity’s objectives. Through those programmes the Foundation has so far got over 1200 young people on the water.

**BART’S BASH**
The first Bart’s Bash was held in September 2014, aiming to set a new Guinness World Record for ‘The Largest Sailing Race in The World’.

Over 30,000 people raced in 60 countries, raising over £360,000

The event is now firmly in the global sailing calendar and will continue to raise money annually for the Foundation’s work and encourage as many people on the water at one time to enjoy the benefits of sailing.

**RESEARCH**
Those who go sailing or windsurfing know well the benefits of being on the water. The advantages of the need for team work afloat are also widely recognized.

However, currently, there is little evidence-based research to confirm this awareness. One of the Foundation’s major projects is funding research into the benefits of sailing as a sport, as a recreation and as an education and life development tool.

The results of such research will be shared widely to give greater awareness to the benefits of sailing and, in doing so, facilitate increased participation on the water.

**GRANT GIVING**
The first grants have already been made by the Foundation.

The twice yearly process offers a wide range of support, financial or practical, to not for profit sailing initiatives and organizations with each project assessed against the Foundation’s objectives of ensuring that every young person is given a chance to sail, and in a way which will develop them as individuals, in line with Andrew Simpson’s own values and achievements.
PRIMARY SPONSORSHIP BENEFITS, SUPPORT AND OPPORTUNITIES

ANDREW SIMPSON SAILING FOUNDATION

OPERATIONAL SPONSORSHIP BENEFITS, SUPPORT AND OPPORTUNITIES

THE FOUNDATION WELCOMES SUPPORT FROM COMPANIES AND ORGANISATIONS WHO CAN MEET ITS OPERATIONAL NEEDS.

We offer you branding opportunities to enhance your profile and connection to the charity.

Branding in the form below including:
• Website
• Social media
• News releases
• Events including Gala dinners, open days, boat shows
• Reports including annual impact report and research reports

ENGAGE | We can engage your team by providing unique opportunities:
• On water corporate days on the Olympic waters in Weymouth
• Motivational speakers
• Ambassador visits
• Meet the Foundation in action - a chance for your team to interact with the young people as they enjoy their on water experiences

ENABLE | We involve you and your teams by giving regular updates on the impact of your support and how it has enabled the Foundation to change lives through sailing.

ENHANCE | We offer you a wide range of branding opportunities to maximise your profile and connection to the charity

Title branding across all communication platforms including:
• Fleet of Foundation boats
• Foundation vehicles
• Foundation team
• Website
• Social media
• News releases
• Events including Gala dinners, open days, boat shows
• Bart’s Bash campaign
• Reports including annual impact report and research reports

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CLOTHING
HENRI LLOYD

SAFETY
Crewsaver

TECHNOLOGY
TBC

TRANSPORT
TBC

PARTICIPATION
TBC

COMMUNICATIONS
TBC
Our vision – within 5 years the Foundation will be the foremost sail-training charity in the World annually providing sailing for over 10,000 young people in at least 10 countries.

Richard Percy, CEO