Static Trader Bails Out Local Rescue Boat Charity

Thursday 17 September, 2020

A UK company based in Rye Harbour, East Sussex has come to the rescue of a local independent rescue boat charity whose fundraising for 2020 has been shut down due to the Covid-19 pandemic.

Static Trader, a static caravan trading company which prides itself on *"going the extra mile",* is in the unique position of having two employees who also volunteer for Pett Level Independent Rescue Boat (PLIRB).

After chatting to his colleagues and realising that, as a result of the pandemic, the self-funded charity are having a difficult time raising the service's running costs of £10,000 a year, General Manager Byron Whiteside felt that Static Trader might be able to help.

Recognising only too well that costs have a major impact on success, Byron offered to help out with a sponsorship donation to cover printing of the charity's promotional merchandise and informational materials, as well as general printing costs.

> **"Giving my time is something I would have preferred to do, and something I'd love to do with Pett Level Independent Rescue Boat. I recognise how valuable their work is through my colleagues who volunteer there. But although I can't give my time in the same way they do, what I can do is give a donation and a helping hand to the charity."**

This sponsorship support has come just at the right time to help the Pett Level Independent Rescue Boat volunteers rescue what is left of 2020's fundraising opportunities. Gradual lifting of restrictions was slowly making it possible for PLIRB to restart selling some of their charity greetings cards and calendars at local events. Now that things are restricted again, the charity is now exploring selling their merchandise online.

Presentation at work

Byron made his donation of £1,000 online to the charity at the end of August. Having a photo taken with Static Trader's Transport Manager, John Crowther, who volunteers at the PLIRB, Byron was emphatic about the need to help.

> **"Personally, I would love to volunteer my own time for the rescue boat, but as I don't have time because I'm concentrating on the business. What I can volunteer is one thing I do have … a small amount of funding.**
>
> **The sponsorship idea is all about helping the rescue boat charity get its messages out there. In business, it's important to be visible and, in the same way, the printed products help the charity to be visible and raise awareness about the dangers of the coastline. It's also a way for the charity to raise even more funds, through the products themselves."**

A donation that keeps on giving

PLIRB Treasurer, Stella Dunn, agrees that a donation which keeps on giving in this way is immensely helpful for the charity.

> **"The treasurer's role in a charity is always a fine balancing act - we need to raise funds continually and promote our services but often the cost is prohibitive. The sponsorship of our promotional fundraising goods by Static Trader is most welcome and generous, especially in this most challenging year when other avenues and opportunities have been so limited."**

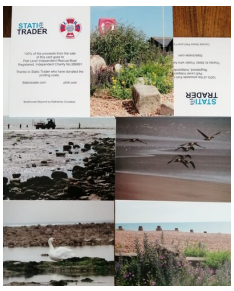
In terms of the charity's overall running costs, having printing costs now sponsored by Static Trader means that money raised through selling the items can go straight into the funding pot to help meet all of those other running costs. In this way, Static Trader's donation will certainly keep going the extra mile, enabling the charity to generate additional funds in the longer term too.

If you would like to know more about Static Trader, please visit statictrader.com. You can find out more

Media:

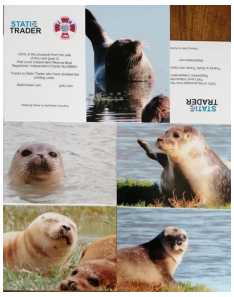














about Pett level Independent Rescue Boat at https://plirb.com.





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