

swim for   
*Terri*

Saturday 6<sup>th</sup> December 2003

TO RAISE MONEY  
FOR THE  
TERRI CALVESBERT TRUST

[www.SwimForTerri.org](http://www.SwimForTerri.org)

## **Swim For Terri, Sat 6th Dec 2003**

This started as three of us agreeing to swim, and share, a distance equivalent to the English Channel in a pool to raise money for a little girl who suffered 90% burns in a house fire.

Terri's story was the subject of a one-hour documentary, 'Being Terri', aired on national television in the UK on 9th June 2003. It is probably one of the most moving pieces of television I have ever seen.

Really rather by accident, some five weeks later, we have Swims for Terri in 69 countries around the world, and counting.

Cities where we have swims include: London, Paris, Milan, Rome, Dublin, Nuuk (Greenland), The Faroe Islands, Jersey, Guernsey, Isle of Man, Isle of Wight, Brussels, Zurich, Prague, Stavanger, Svalbard, Gibraltar, Malta, The Greek Islands (an open water swim), Cyprus, Cairo, Amman, Dubai, Abu Dhabi, Riyadh, Harare, Cape Town, Durban, Johannesburg, Mauritius, Perth, Adelaide, Melbourne, Sydney, Brisbane, Brunei, Singapore, Penang, Jakarta, Hong Kong, Seoul, Beijing, Tokyo, Hawaii, Vanuatu, Fiji, San Francisco, Los Angeles, New York, Boston, Miami, all across Canada, The Bahamas, The Cayman Islands, Lima, Santiago, Quito, Montevideo, Sao Paulo, Puerto Rico, Ascension Island, The Falkland Islands...and so on. It is likely more countries will have swims.

[www.SwimForTerri.org](http://www.SwimForTerri.org) shows where all the swims are in the world.

### **A modest swim not a major fundraising initiative**

I am not asking for a major fundraising initiative to be organised.

It would be entirely up to you what sort of swim to arrange. It can be a modest swim that can involve just a handful of people.

If the swim could be done on Sat 6th Dec, terrific. If that were difficult or impossible for some reason, organising the swim for another day would be better than no swim at all.

It does not matter how much money is raised by a swim. Any monies that *are* raised would be sent directly by the local swim organiser to the Trust. Swims would then just let me know how much they raised.

### **What to do next**

Contact me.

Many thnaks

Rob Mather

Tel: +44 (0)20 7371 8744, email: [rmather@btinternet.com](mailto:rmather@btinternet.com) (email best)

## **FURTHER INFORMATION - Swim for Terri, Sat 6<sup>th</sup> Dec 2003**

1. Organising a swim is easy
2. Fundraising is easy
3. Frequently Asked Questions (FAQ)
4. One page summary of the Swim for Terri (closest I have to a 'flyer')

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### **1. Organising a swim is easy**

1. Round up a few friends (the more the merrier as more sponsor-getters the better) to share the 35km distance.
2. Rope off a lane in a pool. If ocean, no need.
3. Swim.

### **2. Fundraising is easy (and not time consuming)**

For adults and students, emailing a few friends can be the least time consuming way of raising money. For younger children a sponsorship form is appropriate, if not necessary. Part of the fun is adding more names to the form and seeing the list grow. A sponsorship form is attached.

1. Send an email to 30 friends letting them know about the swim  
(*swim*)
2. Collect sponsorship. Have each swimmer/sponsor-getter have cheques sent to them (payable to The Terri Calvesbert Appeal); all swimmer/sponsor-getters then send bundle of cheques to the organiser of the swim; the swim organiser then sends all cheques direct to the Trust in the UK and lets me know the total raised so we can come up with a grand total across the globe at the end of all this.

A possible email:

Dear x-

On Saturday 6th December x of us are swimming (collectively!) a distance equivalent to the English Channel, 22 miles or 35 kms, in the y pool at z to raise money for a little girl from Ipswich in the UK called Terri Calvesbert who suffered 90% burns in a house fire. Terri has had 16 operations in 3 years and will have operations every year for the rest of her life. She is effectively in an artificial skin/grafted skin body suit that requires constant surgery as she grows.

Would you sponsor me for £1, £5, £10, £25 etc to help her?

Any amount you give will ALL go to Terri's Trust fund. Further information from [www.SwimForTerri.org](http://www.SwimForTerri.org).

I'd be very grateful. Best wishes

X

Yes, I'll sponsor you:

[ ] £1

[ ] £5

[ ] £10

[ ] £25

The simple tactic of sending an email to each person starting 'Dear John' (etc) has a HUGE success rate compared to a blanket email sent to 'Dear All'. In the latter case many think 'someone else will sponsor him/her'.

### **3. Frequently Asked Questions (FAQ)**

#### **What format should the swim take?**

You decide. Sat 6th Dec if possible. Some link to 35km if possible.

#### **Are there any requirements for the number of swimmers that take part?**

No.

#### **Must the swim take place on Saturday 6th December?**

If can, but not critical. If the choice is no swim or a swim on a different day, swim on a different day.

#### **How much money must I raise?**

It doesn't matter.

#### **How is the money collected and sent to the Trust?**

Swimmers collect cheques, send to the main organiser of the individual swim, who then sends all collected cheques DIRECTLY to Terri's Trust. Cheques payable to: The Terri Calvesbert Appeal.

#### **How should I raise sponsorship?**

Email is most efficient. Don't email thousands. Email close friends. A sponsorship form is available for children.

#### **Do I need a sponsorship form?**

No. Children probably want one as fun to see names fill up.

#### **What do you suggest children set as the per m/100m/km sponsorship amount?**

You decide. Perhaps work backwards from what someone will swim and what a reasonable amount would be to ask a sponsor to give.

#### **Where else are swims taking place?**

See the list on the website [www.SwimForTerri.org](http://www.SwimForTerri.org)

#### **Is there a target for the number of swims and or money raised?**

No.

#### **How much money will this all raise?**

No idea. A lot I hope.

#### **Can i suggest to others i know who swim that they organise a swim where they live?**

PLEASE DO. And get them to contact me so we log where swims are happening.

#### **Where did the idea of a fundraising Swim For Terri come from?**

Rob Mather, who is a very average swimmer of no note. In short: moved by the programme, very good cause, managed to get three swims going internationally with three telephone calls; why not a vast number more? And it'll show the power of swimmers acting collectively around the planet. And rather nice to have people doing

something for a little girl thousands of miles away from where they live. Local charities (where fundraisers live) won't be adversely affected as for each fundraiser this is just one event in a year where they raise a little bit of money from their friends.

**How do i know this is a genuine fundraising activity?**

1. The links below to webpages (and there are many others) show Terri exists
2. The money all goes directly to Terri's Trust, managed by the local Ipswich newspaper The Evening Star. They can be contacted directly: Georgina Thompson, secretary to editor, Ipswich Evening Star (Trust Liaison for The Terri Calvesbert Appeal), tel: +44-(0)1473 230023; Address: The Evening Star, 30 Lower Brook Street, Ipswich, IP4 1AN.

**Who do i contact to get hold of a video or dvd of the 1 hr tv documentary about Terri called 'Being Terri'?**

Rob Mather, Tel: +44-20-7371-8744, email: [rmather@btinternet.com](mailto:rmather@btinternet.com)

**Where can i find out more about Terri?**

About the programme: <http://www.angliatv.co.uk/coverstory/livingdoll.shtml>

About Terri's Trust: <http://www.eveningstar.co.uk/Content/features/terri/TerriHome.asp>

Let me know if you can think of other questions people might want answered.

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# SWIM FOR TERRI

or a “Channel Swim (but warmer)”  
Sat 6<sup>th</sup> Dec 2003

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**67 COUNTRIES AND COUNTING**  
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**WOULD YOU DO A SPONSORED SWIM TO RAISE MONEY FOR A LITTLE  
GIRL WHO SUFFERED 90% BURNS IN A HOUSEFIRE?**  
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**No, we are NOT swimming the English Channel...**

**The Charity:** Terri Calvesbert was nearly two when in 1998 a fire burnt down her house. She suffered 90% burns. She lost hands, toes, ears, nose and of course nearly all of her skin. Her story was featured on a one-hour documentary, “Being Terri”, aired on ITV on 9<sup>th</sup> June. It is a very moving piece of television.

Terri has had 16 operations in the last 3 years and will have operations every year for the rest of her life. She is effectively in an artificial/grafted skin body suit that requires constant surgery as she grows. Despite what she has suffered - and will suffer - Terri's character, her impishness, chirpiness, her spirit, call it what you will, came across in an extraordinary fashion. Terri's father Paul is no less remarkable. His wife left the family not long after the accidental fire - her burning cigarette was responsible for the fire and her guilt caused her deep trauma. Paul found himself as a single dad and he was all Terri had. Paul would clean up at the 'devoted, courageous fathers' Oscars.

The Terri Calvesbert Trust was set up by the Ipswich Evening Star newspaper some 4 years ago to help Terri.

**The Swim:** I saw the ‘Being Terri’ programme on ITV and a few days later asked two friends if they would join me in a “Channel swim (but warmer)” to raise money for Terri's Trust. The idea was to share a swim of 22 miles or 35 kms, a distance equivalent to the English Channel, in my local pool. My friends said yes. I asked my brother-in-law, who lives in Sydney, Australia, if he would like to organise a similar swim on the same day. He said yes. Adrian Moorhouse, our most recent British Olympic gold medallist swimmer, saw the programme and is organising a team. Since then others, both in the UK and abroad, have agreed to organise swims (of differing numbers of people).

**Things have taken off, by accident, over the last few weeks...and there will now be swims in some 67 countries around the world, and things continues to grow. Locations with swims include: London, Paris, Milan, Rome, Dublin, Jersey, Isle of Man, Isle of Wight, Zurich, The Faroe Islands, Shetland Islands, Stavanger, Gibraltar, Malta, Cyprus, The Greek Islands (open water swim round some islands), Cairo, Amman, Riyadh, Dukhan (Qatar), Dubai, Abu Dhabi, Harare, Cape Town, Durban, Johannesburg, Mauritius, Perth, Adelaide, Melbourne, Sydney, Brisbane, Auckland, Brunei, Tokyo, Hong Kong, Beijing, Fiji, Hawaii, San Francisco, New York, Boston, Puerto Rico, The Bahamas, The Cayman Islands, Lima, Santiago, Montevideo, Quito, Sao Paulo, Ascension Island, The Falklands ...and a series of other cities around the world. All to raise money for Terri.**

**Would you be interested in rounding up some swimmers where you swim, and raising some money for an exceptional cause? Organising a swim is trivial: 1. Round up a few friends 2. Organise for a lane to be roped off for the swim (unless you're in the ocean) 3. Swim.**

I wonder how many countries will end up with a swim.

**What to do next:** Contact me.

Many thanks, Rob Mather

Tel: +44 (0)20 7371 8744, Mob: +44 (0)7711 263 725, email: [rmather@btinternet.com](mailto:rmather@btinternet.com) (email best)

PS: If you would like a DVD or VHS copy of the ‘Being Terri’ documentary, let me know.

Further information:

About the programme: <http://www.angliatv.co.uk/coverstory/livingdoll.html>

About Terri's Trust: <http://www.eveningstar.co.uk/Content/features/terri/TerriHome.asp>