

Wild Fundraising Pack



Advice and tips to help you raise money for **The Wildlife Trusts**



Thank you

**for choosing to support the work of
The Wildlife Trusts!**

Each of the 46 Wildlife Trusts is an independent charity: together, we are protecting and restoring wildlife throughout the whole of the UK, Alderney and Isle of Man.

We're on a mission to restore at least 30% of land and sea for nature by 2030 – and we're so glad you've decided to help us make that happen. By raising funds for your Wildlife Trust, you'll be helping to support wildlife and wild places where you live, putting us right on track to reaching our goal. We truly couldn't do it without you.

It's a big ambition, but with people like you on board we know we can do it. So, let's get fundraising!

How your donations could help

£10 could buy a bow saw to help our volunteers with woodland management

£50 could buy a vaccine used to vaccinate badgers against bovine TB

£100 could educate young people about our natural world

£500 could fund a species survey to make sure it's protected

From setting up a sponsored run to organising a special event like an afternoon tea party or bring and buy sale, you can help raise funds in all sorts of ways. This pack is filled with hints, tips and ideas to inspire you, and don't forget each Wildlife Trust is only a phone call away if you would like any more guidance.

Good luck and thank you!



Step-by-step guide

£35 could
buy 10 new
dormouse
shelter boxes

What, when, where, who & weather

To kick-start your fundraiser, you'll need to think about:

- **What** kind of activity or event you want to do, check out some of the fundraising ideas in this guide for inspiration
- **When** you plan to do it - will it take place on one day or over a whole week? Make sure to pick a date well in advance so you can let everyone know about it!
- **Where** it will take place
- **Who** you will invite to watch, take part, or sponsor you
- If your activity is outdoors, you'll need to check the **weather** and decide whether it'll affect your plans.

Set a goal

Set yourself a goal of how much you hope to raise for your Wildlife Trust. You'll be amazed at how this will encourage people to support you.

Promote

Now it's time to shout about your plans!

- Put up posters in your local area, in your workplace or even around your home!
- If it's an event that other people can attend, send out invitations with details of things like time and location.
- Create an online fundraising page that you can share widely on social media – this will allow people to sponsor you quickly and easily
- Tell your local Wildlife Trust your plans. They'd love to know and can give you guidance as well as help you promote it.

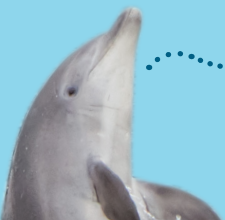
Thank you



Choose a Wildlife Trust

Wildlife Trusts across the UK, Isle of Man and Alderney do all kinds of amazing work in their local areas all year round, including work to restore precious peatland, planting wildflower meadows, protecting endangered species, and helping people experience wildlife first-hand. But none of this would be possible without generous supporters like you!

Take a look at the map and choose the Wildlife Trust you would like to raise funds for. Click on your Trust's name on the next page to be taken to their donation site.



Thank you

Choose a Wildlife Trust

Find your Wildlife Trust below, and click on their name to be taken to their donation site.

- 1 Alderney Wildlife Trust
- 2 Avon Wildlife Trust
- 3 The Wildlife Trust for Beds, Cambs & Northants
- 4 Berkshire, Bucks. & Oxon Wildlife Trust
- 5 The Wildlife Trust for Birmingham & the Black Country
- 6 Cheshire Wildlife Trust
- 7 Cornwall Wildlife Trust
- 8 Cumbria Wildlife Trust
- 9 Derbyshire Wildlife Trust
- 10 Devon Wildlife Trust
- 11 Dorset Wildlife Trust
- 12 Durham Wildlife Trust
- 13 Essex Wildlife Trust
- 14 Gloucestershire Wildlife Trust
- 15 Gwent Wildlife Trust
- 16 Hampshire & Isle of Wight Wildlife Trust
- 17 Herefordshire Wildlife Trust
- 18 Hertfordshire & Middlesex Wildlife Trust
- 19 The Isles of Scilly Wildlife Trust
- 20 Kent Wildlife Trust
- 21 The Wildlife Trust for Lancashire, Manchester and N. Merseyside
- 22 Leicestershire & Rutland Wildlife Trust
- 23 Lincolnshire Wildlife Trust
- 24 London Wildlife Trust
- 25 Manx Wildlife Trust
- 26 Montgomeryshire Wildlife Trust
- 27 Norfolk Wildlife Trust
- 28 Northumberland Wildlife Trust
- 29 North Wales Wildlife Trust
- 30 Nottinghamshire Wildlife Trust
- 31 Radnorshire Wildlife Trust
- 32 Scottish Wildlife Trust
- 33 Sheffield & Rotherham Wildlife Trust
- 34 Shropshire Wildlife Trust
- 35 Somerset Wildlife Trust
- 36 The Wildlife Trust of South and West Wales
- 37 Staffordshire Wildlife Trust
- 38 Suffolk Wildlife Trust
- 39 Surrey Wildlife Trust
- 40 Sussex Wildlife Trust
- 41 Tees Valley Wildlife Trust
- 42 Ulster Wildlife
- 43 Warwickshire Wildlife Trust
- 44 Wiltshire Wildlife Trust
- 45 Worcestershire Wildlife Trust
- 46 Yorkshire Wildlife Trust

Fundraising is *fun*

Here's a selection of ideas for community events and sponsored activities to get you started – take your pick!



- | | |
|--------------------|--------------------|
| Cake sale | Tea & cake party |
| Car wash | Arts & crafts sale |
| Knitting challenge | Bingo |
| Open gardens day | Welly wanging |
| Assault course | Sports day |
| Skydive | Wild dress up |
| Run a marathon | Bring & buy sale |
| Community Picnic | Sponsored silence |
| Book sale | Fun run |
| Walk for wildlife | Coffee morning |
| Talent show | Dawn chorus walk |
| Game tournament | Wild sleepover |
| Garden party | Wine tasting |
| Treasure hunt | Give something up |
| Mini-Olympics | Movie night |
| Shave your hair | Football match |
| Quiz night | Auction |
| Raffle | Barn dance |
| Night-time walk | Casino night |
| Abseiling | Bike ride |

Get
wild,
get
fundraising!

Online fundraising, staying safe and staying legal



Online fundraising

Most Wildlife Trusts have a [Just Giving](#) page that you can find in this guide. This means you can link your own page directly to theirs, and any money raised will go straight to them. Other fundraising platforms are available too, such as [BT My Donate](#) and [Virgin Money Giving](#).



Stay safe and legal

It's your responsibility to ensure the safety of everyone involved in your event. We suggest doing a risk assessment beforehand at the location of your event to make sure you have considered any hazards. Check [Saint John's Ambulance](#) for more information.

Most events on private land such as a school or a workplace don't need a licence, just permission from the landowner. Events on public land like a park or a high street will require a licence which you can obtain through the local council.

The Wildlife Trusts

Why we're here

People need nature and nature needs people. Wildlife Trusts are here to make the world wilder and make nature part of life, for everyone. We're helping to make life better – for wildlife, for people and for future generations.

Who we are

The Wildlife Trusts is a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 850,000 members, 38,000 volunteers, 2,000 staff and 600 trustees.

What we do

For more than a century we have been saving wildlife and wild places, increasing people's awareness and understanding of the natural world, and deepening people's relationship with it.

We look after more than 2,300 nature reserves, covering 98,500 hectares, and operate more than 100 visitor and education centres in every part of the UK, on Alderney and the Isle of Man.

Thank you



Good luck

and thank you for your support!

Every penny you raise can make a real difference to The Wildlife Trusts' work to put nature into recovery across 30% of land and sea by 2030.

Remember, your Wildlife Trust is only a phone call away if you need any further help or advice.



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