



Shropshire
Wildlife Trust



Fundraising Pack

However you decide
to fundraise for a
thriving natural world in
Shropshire, we're here to
help you make it a success.



You've made a great start by choosing nature!

It's no secret that nature needs help, but it's not too late.

Your fundraising will help us address the climate and ecological emergencies and improve people's connection to nature.

To help make your event the bee's knees, read on or check out our website:

➔ ShropshireWildlifeTrust.org.uk/Fundraise

We'd love to know what you're planning so we can help and promote you:



Hello@ShropshireWildlifeTrust.org.uk



01743 284 280



The sky's the limit
and **you** get to
choose how **you** fly!

1 Start your planning

Plan your fundraiser

What kind of activity or event do you want to do?

Use your imagination! The type of event may vary depending on whether it's an individual challenge, with family and friends, a school or group or even your work colleagues. Check out our website for some fundraising ideas.

When will your fundraiser take place?

Make sure to pick a date and time well in advance so you can let everyone know. Don't forget to check the weather and decide if it'll affect your plans.

Where will it be held?

Most events on private land (like a workplace, school or at a community group) do not need a licence. You simply need permission from the landowner or relevant authorised person.

Set a goal of how much you aim to raise

This will encourage people to support you and help you stay motivated. What will your fundraising challenge for Shropshire Wildlife Trust really mean for your local wildlife? Let your passion shine through, and people will be inspired to donate.

Your money could help:

£50

pay for hand tools to manage rushes to attract **small pearl-bordered fritillary** butterflies.



© Tom Marshall

£100

buy outdoor education equipment for our **childrens activities**.



£500

fund materials to help **restore** Shropshire's delicate **habitats and landscapes**.



£750

fund wildlife survey **training for volunteers**.



£5000

create a large pond for endangered **great crested newts**.



Challenge yourself for wildlife!

Here's a selection of ideas for fundraising events and activities to get you started, and you'll find many more on our website. Be as creative and inclusive as you can, but most of all have fun!

Go wild outdoors

Visit all SWT reserves

Take on a fun run, marathon, swim, cycle or assault course challenge

Climb the Wrekin or walk the Shropshire Way

Dawn chorus or nature walk for wildlife

Litter pick or bio-blitz

Growing challenge, eg. tallest sunflower

Have an eco garden or open gardens day

Arrange a camp out or community picnic

Hold a sports competition or event

Go wild indoors

Reading challenge

Sponsored silence (great for kids!)

Great wild bake off or a classic cake sale

Zero waste week

Work or school dress-down/ non-uniform day

Raffle or auction

Danceathon, knitathon

Organise a competition, board games tournament or bingo night

Hold a community or pub quiz night



2 Make it happen

Set up your way of collecting sponsorship money

The easiest way to collect donations is through an online giving page. You can easily share the link to ask people to support you, and you can also use it to collect donations. The money (and any gift aid) that is donated will be automatically transferred to us, so you don't need to do anything else.

JustGiving®

Visit justgiving.com/shropshire-wildlife, select 'Fundraise for us' and fill in the details about your fundraiser. We'll automatically be notified of your fundraising event and it will appear on our main charity profile, too.

Other online giving platforms are also available, whatever is easy for you to fundraise for us.

Or...

You can also collect sponsorship money as cash or cheques. We recommend using a Sponsorship Form. Remember to keep this money separate to your own.

Share your event far and wide

The more people who know about your fundraiser, the more people are likely to donate!

Promotion and support

Put up posters with your fundraiser details in your workplace, local shop, or around your area. Get in touch with your local newspaper, radio station or even TV station to see if they could feature your fundraising event. Contact local organisations to donate raffle prizes and gather support from friends and family to help run it. Remember to check people consent to photos to be shared.

Social media

Tag us in your social media posts so we can cheer you on and share your fundraising event with our supporters. Share the link to your donation page and keep everyone updated as you get closer to your target to keep up enthusiasm, build momentum and maintain donations.



@ShropshireWildlife



@Shropshire_Wildlife_Trust



@ShropsWildlife



Shropshire Wildlife Trust

Downloadable Resources

We have lots of helpful resources such as poster templates and social media tips all available on our website at ShropshireWildlifeTrust.org.uk/fundraise





**Ludlow Cycling Club
organise the Danny
Mason Highland
Challenge**

© DMHC

3 Have a good time

Read about the amazing fundraisers on our website and find out about what we have achieved together.



**Pam holds open day events
to showcase nature**

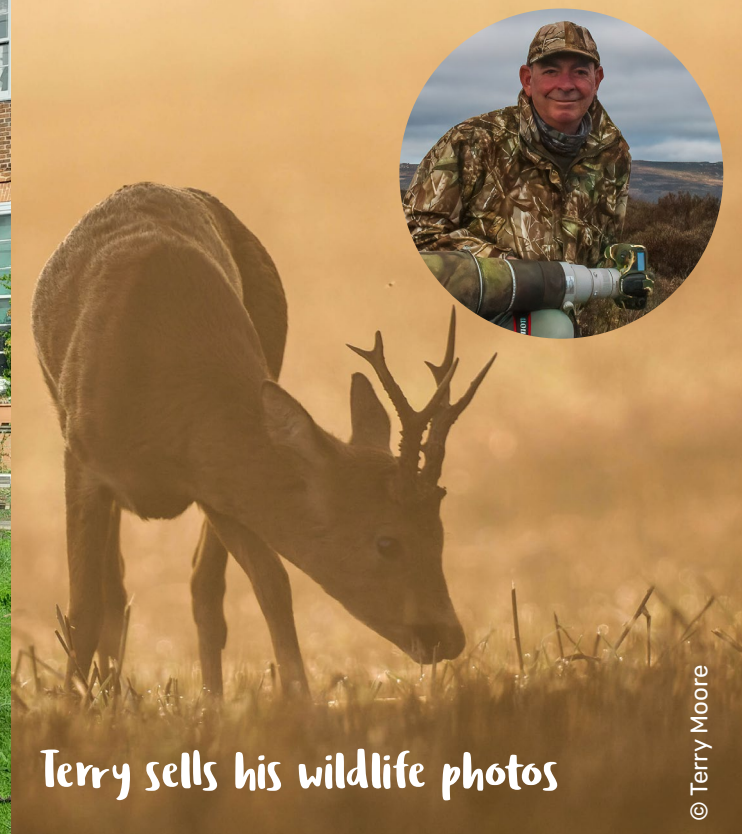
© Pam Yuille



© DMHC



**Adcote School
held a bake sale**



Terry sells his wildlife photos

© Terry Moore

4 Turn your efforts into impact

How to send us your donations

If you have set up an online giving page, you don't need to do anything more, we automatically receive the donations.

For all other donations you have collected and banked, you can send the money in the following ways:

- **The quickest is to make an online donation** through our website at: ShropshireWildlifeTrust.org.uk/donate. Please mention your fundraiser in the additional information/comments box.
- **By cheque** (with your name/contact details and event details on the back) payable to Shropshire Wildlife Trust.
Post to: Fundraising Team, Shropshire Wildlife Trust, 193 Abbey Foregate, Shrewsbury, SY2 6AH.
You are also welcome to pop into The Cut Visitor Centre in person.
- **By Bank Transfer**. Please email us at hello@shropshirewildlifetrust.org.uk to request our details.

giftaid it

Gift Aid allows charities like us to claim 25p for every £1 that is donated by a UK taxpayer, directly from the Government at no extra cost. That's a whole 25% on top of what you raise!


If you've used an online giving platform, any donations with Gift Aid included will be sent to us automatically and you don't need to do anything else.

If you have been fundraising with a sponsorship form, please do send us this form along with your donated money, we need the contact details of each individual who has donated and ticked the Gift Aid box in order to claim the Gift Aid back.

Whether you choose to send us the money through our donation page, by post, or bank transfer please send us your sponsorship forms, along with details of your fundraiser and your contact details.

Your fundraising efforts are very much appreciated, and we'd like to thank you and share your success!

Any questions?



We've answered some frequently asked questions here, but if you're still unsure, get in touch.

Can I use your logo?

We're proud that you are fundraising for us. We have a specific 'Proud to support' logo you can use on promotional materials or social media. Please email us for a high quality copy and to check with us about where you're using it so that we can give our approval.

If you are creating posters you must include the wording 'In aid of Shropshire Wildlife Trust, registered charity number 212744'.

Can I take photographs?

If you're taking pictures or video at your event, you need to make people aware of this and ask for their permission. If you are hosting a large event, you could make an announcement at the start to tell guests that they need to make you aware if they don't want you to use their photo.

How do I prove I am fundraising for Shropshire Wildlife Trust?

You can contact us for a letter of authority which can also help when you are requesting prizes to be donated to your event.

How can I make this an ECO-FRIENDLY event?

- Use plastic free teabags, cups and paper bags, or ask people to bring their own containers.
- Collect up any waste and recycle what you can to avoid littering.
- Make or buy recyclable decorations or try charity shops or friends and family to help out.
- Paper chains or fabric bunting which can be reused are great alternatives.
- Use bubbles instead of balloons, and flowers from the garden, or natural artwork will add some colour.

Reduce. Reuse. Recycle.

Important safety and legal info



Check out our tips to see whether any of these apply and to ensure the fundraiser you are organising runs smoothly.

© Jon Hawkins

For most small fundraising challenges, you won't need to think about legal requirements, or if you are taking part in a pre-organised fundraising challenge this will all be organised already. Full guidelines are available from the Institute of Fundraising (www.institute-of-fundraising.org.uk)

Insurance

It is your responsibility to ensure the safety of everyone involved with your event. Shropshire Wildlife Trust's insurance policy does not cover externally run events. Check with your venue to see if their insurance policy will cover your event or if you need to arrange your own.

Health and Safety

We would strongly advise that you carry out a risk assessment beforehand at the location of your event. The Health and Safety Executive provides further information on this at www.hse.gov.uk. If you have a lot of people at your event, you may also want to have a qualified first aider or contact your local St John Ambulance team. When selling food and drink, check [food safety laws](#).

Children

Children (anyone under 18 years old) need to be properly supervised and have permission from a parent or guardian to take part. Adults providing events for children should have a current Disclosure and Barring Service (DBS) check.

Licences

It is important to check what special licences you may need for your fundraiser.

- Small community groups must apply to the local authority for a [licence to collect money for charity door to door](#). This doesn't apply to individuals.
- If your event involves selling food, alcohol or providing public entertainment, you should apply for a [Temporary Events Notice](#) (TEN).
- You can hold a small raffle as long as you sell and draw the tickets on the same day and can use the standard cloakroom tickets. For any other type of raffle, you will require a [licence](#).

And you can even fundraise from your sofa

Shopping-based donations
don't cost you or your friends
anything.

Sign up to one (or many)
purchase based donation
platforms and select Shropshire
Wildlife Trust. Then use their link
to reach the online shops and
then shop as usual.

As you shop for everyday
items, big spends or special
events such as birthdays or
Christmas, the retailer donates
to Shropshire Wildlife Trust, at
no extra cost to you.

Click the logos to
find out more



Support us through
easyfundraising



Give as you Live
Online



You're **paw**some!

Every tweet, howl, chatter, splash and buzz depends on people like you. Throughout the county of Shropshire, Telford & Wrekin, the increasing sound of nature is thanks to you. Together, let's continue to make Shropshire a wilder, healthier place for nature to live and people to love.

If you have any questions, need advice or support for your fundraising event, we're here to help. Just call or send us an email:



Hello@ShropshireWildlifeTrust.org.uk



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ShropshireWildlifeTrust.org.uk/Fundraise

Thank you

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