



Warwickshire

# Warwickshire Wildlife Trust's Guide to Fundraising

Thank you for choosing to fundraise for  
Warwickshire Wildlife Trust



## Did you know...?

Wildflower meadows are disappearing rapidly – on average in Warwickshire one wildflower meadow species becomes extinct every three years.

Several species of butterfly are vulnerable and can only be found in small colonies on our reserves in certain parts of the county.

Some of the UK's most iconic mammals are suffering serious decline including the hedgehog which has declined locally by 40% (faster than the Asian Tiger).

Spending time outdoors surrounded by nature and green space has been proven to increase feelings of happiness and impact positively on physical health and mental well-being.

Help us save and restore Warwickshire's wildlife and wild places by organising a fundraising event today! Your support is vital.

Warwickshire Wildlife Trust is a company limited by guarantee. Registered in England No. 585247.  
Registered Charity Number 209200. VAT No. 670318740  
Warwickshire Wildlife Trust Brandon Marsh Nature Centre  
Brandon Lane Coventry, CV3 3GW  
t: 024 7630 2912 e: Fundraising@wkwtr.org.uk  
www.warwickshirewildlifetrust.org.uk



Registered with  
**FUNDRAISING  
REGULATOR**

## Welcome!

Welcome to your guide to fundraising for Warwickshire Wildlife Trust – thank you for choosing to support us.

This guide is full of ideas, advice and tips to help you make the most of your fundraising activity – however you choose to raise money for us.

Organising a fundraising event is a fun and rewarding experience – your efforts really will make a difference to local wildlife because, however much you raise, every penny counts.

Our fundraising team are on hand to help you. If you want to discuss your fundraising ideas or request fundraising materials to support your activity then please get in touch with us on the details below.

**Telephone:** 024 7630 2912

**Email:** [fundraising@wkwf.org.uk](mailto:fundraising@wkwf.org.uk)

**Online:** [www.warwickshirewildlifetrust.org.uk/fundraising](http://www.warwickshirewildlifetrust.org.uk/fundraising)

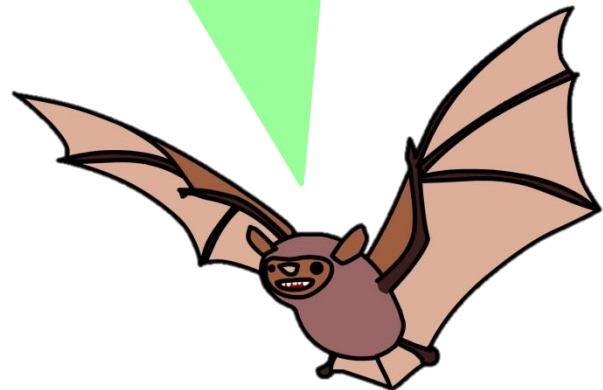


@WKWT



WarwickshireWT

Good luck with your fundraising and thank you for your support. We look forward to hearing all about your fundraising soon!



## Inside you will find:

- What we do
- How the money you raise will help
- Step by step guide to organising a fundraising event
- Promotion Advice
- A-Z of Fundraising Ideas
- Sponsorship advice
- Keeping your event safe and legal
- Donation form

*We hope this guide gives you inspiration. Enjoy your fundraising, whatever you choose to do. Every penny you raise is important and will make a difference to our work to protect wildlife and wild places across Warwickshire, Coventry and Solihull.*



## What we do

Warwickshire Wildlife Trust is the leading local environmental charity dedicated to protecting and enhancing wildlife and wild places across Warwickshire, Coventry and Solihull for the benefit of all. We also work to encourage a greater awareness, appreciation and participation in all aspects of nature conservation amongst the public and local communities.

We manage 67 nature reserves across Coventry, Solihull and Warwickshire for wildlife and for you to enjoy.

We educate young and old about nature, wildlife and conservation; helping people like you to enjoy the natural world.

We give nature a voice so there will be a future for wildlife.

## How the money you raise helps

**£10** – could pay for a dormouse nest box to help this endangered mammal breed in Warwickshire

**£25** – could buy tools and equipment to help our staff and volunteers maintain and enhance our nature reserves for wildlife to flourish and thrive

**£50** – could enable us to buy a bat box to install on one of our woodland reserves enhancing roosting sites for bats

**£75** – could pay for 10 metres of coir rolls pre planted with native wetland species which we can install along riverbanks in the county to create an excellent habitat for water voles which have declined by 95% over the last few years across the UK

**£100** – could help to fund our hedgehog monitoring and survey work across the county which will enable us to identify where hedgehogs are still present and where they are in decline so that we can improve and create hedgehog habitats in those areas

**£250** – could buy a wildlife camera that we can use to capture activity of otters and water voles helping us to monitor our conservation work to improve wetland habitats for these species

**£500** – could help us to restore 100 metres of hedgerow that will connect up our ancient woodlands improving habitats for endangered wildlife such as dormice and white-letter hairstreak butterflies

**£1000** – could help us to create 500 square metres of wetland habitat that will support a range of wildlife including frogs and wading birds



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## Step by step guide to organising a fundraising event

- 1. Decide what fundraising activity you're going to do** – choose something that you enjoy or that matches your interests. Think of ways in which you could maximise the money you raise such as holding a raffle at your event, having a box of our wildlife pin badges to sell at your event or asking your employer to match your fundraising total.
- 2. Plan when and where** – think about where you're going to hold your event and the date. Are you going to hold your event at school, at work or in your local community? If you're going to hold your event in the community do you want to hold the event at your house, or will you hire a venue such as a community hall or pub? Remember to consider logistics such as space and parking and check that the venue has appropriate insurance. Ensure that the date of your event doesn't clash with any local or national events.
- 3. Set a target** – this will be your fundraising goal and will encourage everyone to donate to help you achieve your target!
- 4. Create a sponsorship page** – if you're doing a sponsored event such as a marathon or cycle ride. Warwickshire Wildlife Trust works with the charity fundraising websites JustGiving and Virgin Money Giving.
- 5. Promote** – spread the word about your fundraising.
- 6. Have fun** – enjoy your fundraising event!
- 7. Count the money and celebrate** – count up the money you've raised and say thank you to all involved. All your efforts have been worthwhile. Give yourself a pat on the back for helping to make a difference to local wildlife.
- 8. Tell us all about your event and send us the money you've raised** – fill in the form and share your achievements with us so that we can thank you!

### Promotion Advice

Get your event out there and drum up interest – the more people that know about your fundraising, the more donations you'll receive. Let us know the details and we will try and give you a shout out on our social media channels.

**Posters and leaflets** – Pin them up at places such as doctors' surgeries, community halls, libraries and leisure centres and on community noticeboards in your local area. All materials must state that you're fundraising is **in aid of Warwickshire Wildlife Trust**.

**Social media** – a quick and easy way of promoting your event is by tweeting it and posting it on Facebook. Don't just mention your event once – keep it in people's minds by talking about it often. Share donation links and updates with your followers and friends and encourage them to share too. Don't forget to like us on Facebook and follow us on Twitter – tag us @WKWT when talking about your fundraising on Twitter so our other supports can also support you.

**Local media** – contact local newspapers and magazines as many of them list community events for free. Get in touch with local radio stations too as again many of them promote local events for free live on air – several local radio stations also have their own website with an events calendar where you can upload details of your fundraising activity.

**Word of mouth** – tell your friends, family, neighbours and work colleagues all about your event and ask them to spread the word too. If you're holding your event at a particular venue such as a pub or community hall, **draw attention to your event on the day** to encourage passers-by to drop in by putting up some colourful bunting, signs or party streamers outside the venue.

**Keeping your event safe and legal** - There are certain legal guidelines that apply to fundraising events. Here are some that may be relevant to your fundraising activity.

When you're fundraising for Warwickshire Wildlife Trust, you are acting "in aid of" the Trust rather than "on behalf of" or "representing" the Trust. This means that you're operating independently of us and your fundraising activity does not fall within our control. Please make sure that all posters and publicity material include the wording **in aid of Warwickshire Wildlife Trust registered charity number 209200**. You must never act dishonestly or manipulatively, or deliberately seek to make a potential donor feel guilty.

**Insurance** – please remember that you are responsible for your fundraising and Warwickshire Wildlife Trust cannot accept liability for any loss, damage or injury that may arise from your fundraising event or activity. Please make sure you have public liability insurance cover for your event even if you're holding it at your house – this will protect you against any claims made by third parties or any injury or damage that may occur. If you're holding your event at a venue such as a pub or village hall ensure that it has relevant public liability insurance.

**Alcohol and entertainment** – if your event involves the sale of alcohol and/or live music or other public entertainment (and is not taking place at a premises licenced for such an activity at the times of the event), you will need to apply to the local authority where the event is taking place for a "temporary event license" known as a TEN. These cost £21 and any person over the age of 18 can apply for up to 3 per year but check with your venue as a venue can only have 15 TENs per year. It is best to apply online via the local authority as then the local authority will send notification to the police and Environmental Health on your behalf. A TEN must be completed at least 10 working days before the event is due to start and don't panic if you do not get a reply – it means it is all ok! You do need to display the TEN application at your event.

**Food hygiene** – please take great care when handling food and work to basic rules for safe preparation, storage, cooking and display. Contact your local council for further information about food hygiene regulations at events or visit [www.food.gov.uk](http://www.food.gov.uk).

**Health and safety** – it is your responsibility to ensure that your event is safe. We advise you to do a risk assessment which involves identifying any potential risks and hazards of both the fundraising activity itself and the venue or site where the event is taking place and then minimising them where possible. You may need first aid cover depending on the size and nature of your event – St John Ambulance [www.sja.org.uk](http://www.sja.org.uk) or British Red Cross [www.redcross.org.uk](http://www.redcross.org.uk) can provide first aiders.

**Collections** – it is illegal to carry out a house to house or street collection without a licence. Please apply to your local council for a licence to hold a collection in a public place. It's a good idea to apply well in advance as some local authorities only allow collections on certain dates and these tend to be booked up quickly. If you want to do a collection on private property (for example at a garden centre, pet shop or supermarket) you will need to obtain permission from the site manager.

**Raffles** – a "small raffle" does not need a licence from your local authority. Standard "cloakroom" style tickets can be used but they must be sold on the same day of your event and the raffle must be drawn at your event. All tickets must be sold for the same price and should not be sold to anyone under the age of 18. Alcohol can only be offered as a prize if your event is taking place at premises with an alcohol licence. You cannot spend more than £250 on prizes but there is no limit on the number of tickets you can sell. If you plan to sell tickets over a longer period (for example, in the lead up to your event) you will need to apply to your local authority for a licence to hold a "small society lottery". The tickets need to have the address of the promoter, details of the charity and the draw date printed on them with space for recording the names and addresses of the people who buy them. For more information head to [www.gamblingcommission.gov.uk/for-the-public/For-the-public](http://www.gamblingcommission.gov.uk/for-the-public/For-the-public)

**Photographs** – we'd love to see photos of your event and we may use them in our publicity materials such as in magazines and newsletters. Before taking photographs of children please ask permission from the child's parent or guardian and ask them to sign a photo consent form on which you will need the name of the photographer, the date, child's name and parent's signature of permission.



The Fundraising Regulator also has lots of information:  
[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

## Sponsorship

If you're doing a sponsored event, either on your own or as part of a team, setting up an online page on JustGiving or Virgin Money Giving is a quick and easy way of raising money. With JustGiving people can even donate by text. All the money raised on Just Giving and Virgin Money Giving comes directly to us saving you time collecting and banking your donations. It also means that donors can apply Gift Aid and these platforms sort all the associated paperwork.

Set up and personalise your own page with information about your event and your sponsorship target by visiting our JustGiving or Virgin Money Giving webpage at [www.justgiving.com/wkwt](http://www.justgiving.com/wkwt) or <http://uk.virginmoneygiving.com/charities/TheWarwickshireWildlifeTrust> and click on "Fundraise for us" or "start fundraising" then follow the simple instructions. Both sites also give loads of fundraising advice.

### Tips for engaging people with your fundraising and reaching your sponsorship target:

- On your page make sure you tell people why you're raising money for Warwickshire Wildlife Trust – share your story and explain why you care about our work;
- Regularly post updates, photos and videos about your fundraising – for example if you're running a marathon or doing a sponsored swim, keep your page updated with your training progress;
- Email all your contacts with the link to your page and promote it on your Facebook page and Twitter.

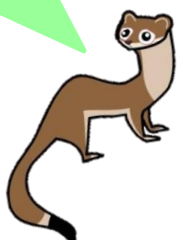
After you've done your sponsored event, give an update on your page to tell people how it went and to thank your supporters for their donations. Remember that donations are likely to continue coming in after your fundraising event – people will want to congratulate you on your success.

We also have sponsorship forms to download from our website if you'd like to raise money offline. Hand round the form to family, friends and colleagues and pin one up on your staff noticeboard at work. You could also ask your local newsagents or corner shop if they'd be willing to have a form on their counter.

If you are doing a challenge perhaps offer people the opportunity to choose a song for you to listen to whilst doing it for a set sponsorship amount, more if they want it played on loop!

And don't forget you can still do other means of fundraising for a sponsored event such as a cake sale to boost your collection!

Don't forget to ask your sponsors to tick the Gift Aid option – it will boost your total as we can claim an extra 25p from every £1 you raise at no extra cost to your sponsors.



## A-Z of ideas for fundraising

**A** – Auction, After school party, Afternoon tea, Art exhibition

**B** – Book sale, Bring and buy sale, Breakfast party, Bag packing at a supermarket, BBQ

**C** – Cake sale, Craft fair, Collections (using our donation boxes), Coffee morning, Carol singing, Crazy hair day, Car boot sale

**D** – Dress-down/up day, Danceathon (a sponsored dance for one or more hours), Duck race, Dog walk/show, dinner party (where guest make a donation)

**E** – Easter egg hunt, Egg and spoon race

**F** – Football tournament, Fancy dress day (theme could be wildlife), Fair/Fete, Fun run, FUN-draising day (a day of fun activities and games to raise money), Forage and sell the produce

**G** – Garage sale, Garden party, Guess the number of sweets in the jar, Golf day, Grow your own (sell your own home-made/home-grown produce), Guess the baby competition

**H** – Halloween party, Half marathon, Hat day

**I** – Indoor games, Inter-department office challenge

**J** – Jeans day, Jumble sale

**K** – Karaoke competition, Knitted wildlife (knit wildlife, such as hedgehogs, to sell), Keep awake challenge

**L** – Lollipop hunt, Look-alike day (people can pay a suggested donation to dress up as their favourite pop star or character in a book), Ladies' lunch

**M** – Music concert (tickets can be sold or collections can be taken), Musicathon (a sponsored playing session for one or more hours), Murder mystery

**N** – Non-uniform day, Netball tournament (collections could be taken at half-time), Nature day (a day of fundraising activities that have a nature/outdoors theme)

**O** – Outgrown exchange (sale of clothes, books and toys that are no longer worn or used), Onesie Day (pay to wear onesies), Open Garden, Office party

**P** – Party, Pet show, Pantomime, Pin badge box (sell our wildlife pin badges), Plant sale

**Q** – Quiz night (wildlife themed), Quiet time

**R** – Raffle, Readathon (a sponsored read for one or more hours)

**S** – Sponsored activity (e.g. cycle ride, run, silence, sleep, firewalk), Scavenger hunt, Street party, Sweepstake (a good one for the office)

**T** – Tombola, Treasure hunt, Tea party, Talent show

**U** – Unwanted gift sale

**V** – Variety show, Valentine's party (show your love for wildlife)

**W** – Welly wanging contest, White elephant stall, Wildlife day (a day of fundraising activities that have a wildlife theme), Wild lunch (grab a blanket and head outside)

**X** – X Factor competition, Xmas bazaar/fair

**Y** – Yo-yo contest, Youth club disco/party

**Z** – Zany activities (we'll leave it up to you to choose a wild idea!)



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**Keeping us updated**

Please complete and return this form together with your cheque and any photo consent forms to: **Warwickshire Wildlife Trust, Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW.** But please do get in contact with us before you start.

**This information will be used to contact you to say thank you.** We will not share your information. Please see our website or call 024 76302912 for our full privacy policy. Please email any photos of your event to [fundraising@wkw.org.uk](mailto:fundraising@wkw.org.uk) including details of who took the photos.

**Title (Mr, Mrs etc)** .....  
**First name** .....  
**Surname** .....  
**Address** .....  
.....  
**Tel no** .....  
**Email** .....  
**Membership Number** .....

What fundraising activity did you do?  
.....  
.....  
.....  
.....

When did your event take place? .....

- I enclose a cheque for £ ..... made payable to **Warwickshire Wildlife Trust**
- I am not sending a cheque because I used Just Giving / Virgin Money Giving

**Gift Aid Declaration:** (not applicable to collective money)  
Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is claimed by the charity from the tax you pay for the current tax year.

Yes, I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to Warwickshire Wildlife Trust. I am a UK tax payer and understand that if I pay less income tax and/or capital gains tax than the amount of Gift Aid claimed by all charities and Community Amateur Sports Clubs (CASC's) on all my donations in the tax year, it is my responsibility to pay any difference. I agree to notify the charity of any future changes.

Sign \_\_\_\_\_ Date \_\_\_\_\_  
Print name \_\_\_\_\_

Consent: Please tick all that apply to you:

I am happy for Warwickshire Wildlife Trust to thank me on social media	
I am happy for Warwickshire Wildlife Trust to thank me in the Warwickshire Wildlife Trust Members' Magazine	
I am happy for Warwickshire Wildlife Trust to thank me in the Warwickshire Wildlife Trust e-news emails to supporters	
I am happy for Warwickshire Wildlife Trust to thank me in the Warwickshire Wildlife Trust e-news emails to supporters	
I would like to receive the Trust's e-newsletter by email which includes news, events and recent work by the Trust	
I would like to receive information about Warwickshire Wildlife Trust Membership by:	Phone
	Post
	Email