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

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.

£35 could buy 10 new dormouse shelter boxes
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.
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
Car wash
Knitting challenge
Open gardens day
Assault course
Skydive
Run a marathon
Community Picnic
Book sale
Walk for wildlife
Talent show
Game tournament
Garden party
Treasure hunt
Mini-Olympics
Shave your hair
Quiz night
Raffle
Night-time walk
Abseiling

Tea & cake party
Arts & crafts sale
Bingo
Welly wanging
Sports day
Wild dress up
Bring & buy sale
Sponsored silence
Fun run
Coffee morning
Dawn chorus walk
Wild sleepover
Wine tasting
Give something up
Movie night
Football match
Auction
Barn dance
Casino night
Bike ride

Get wild, get fundraising!
Online fundraising, staying safe and staying legal

**Online fundraising**
Most Wildlife Trusts have a [Just Giving](https://www.justgiving.com/) 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](https://www.btmydonate.com/).

**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](https://www.ambulance-john.org/) 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.

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**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.
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.

Good luck
and thank you for your support!

Images thanks to: