



Wildlife Trust for  
**Beds, Cambs  
& Northants**



# Your **FUNDRAISING PACK**

All you need  
to know about raising  
money for the Wildlife  
Trust for Bedfordshire,  
Cambridgeshire and  
Northamptonshire



[wildlifebcn.org](http://wildlifebcn.org)



# THANK YOU!

## You're helping to protect wildlife and wild places

Thank you for choosing to support the Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire. Our mission is to create a wilder future by protecting and restoring wildlife and wild places across our three counties, for the benefit of both wildlife and people. We work tirelessly to do this, but it's thanks to members and supporters like you that our work is possible.

Included in this pack is everything you should need to get your fundraising underway.

From advice to personal stories and information about how your donations will be put to good use, we want to make fundraising for us as easy as possible.

### How to use this pack

#### This pack includes:

- Fundraising ideas
- Inspiration from other fundraisers
- Tips for planning and success
- Health & Safety information

Did your loved one love wildlife? Holding an 'in memory' event is a lovely way to remember someone special and help wildlife at the same time



JON HAWKINS/SURREY HILLS PHOTOGRAPHY



AMY HOOK

**After learning about climate change at school, these two superstars decided to take action! All by themselves they planned a bake sale to raise money for the Wildlife Trust.** *Amy H.*

**GOOD LUCK** From everyone at the Wildlife Trust for Beds, Cambs and Northants. If you have any questions, we're only an email away at [fundraise@wildlifebcn.org](mailto:fundraise@wildlifebcn.org)

## START HERE

## Loads of wild ideas, one important purpose



Our need for nature has never been clearer, but it's no secret that nature is in trouble.

Wildlife is disappearing at an alarming rate and the threat of climate catastrophe is a constant worry. But there is hope – with your help we can tackle both of these critical issues.

**£5** Could pay for a pond dipping tray, net and magnifying glass, or feed a sheepdog for a week

**£25** Could pay for a sweep net to help us survey meadow wildlife

**£100** Could pay for 180 sphagnum moss plants, to help lock carbon into the soil

Whatever you do and however much money you raise, your support is greatly appreciated and will make a real difference to your local wildlife and wild places.



MATT DAN



PENNIE DIXIE

**I've just finished my 30km Big Wild Walk and visited lots of nature reserves – it's been great raising money for the Wildlife Trust.** *Henry, 10.*



# FUN!

## Outdoors or indoors, let's put the fun into fundraising!

### IDEAS

- Organise a competition
- Bingo
- Darts
- Quiz night
- Raffle
- Welly wanging
- 'Bake Off'

### HAVE FUN AT WORK\*

- Dress down day
  - Ten pence for a cuppa
  - Wear your wellies to work
- \*Ask your company to match your fundraising

### SHOWCASE YOUR SKILLS

- Art and crafts sale
- Cake sale
- Car wash
- Cookery demo
- Knit/crochet challenge
- Coffee morning
- Tea party
- Open garden day
- Get active
- Assault course
- Colour run
- Run a marathon
- Cycle ride
- Sponsored walk

### OTHER IDEAS

- Auction of promises
- Barn dance/ceilidh
- BBQ
- Beard shave
- Book sale
- Bring and buy sale
- Car boot sale
- Day of silence
- Face painting
- Film show
- Fun run
- Garden party
- Give something up
- Night hike
- Plant sale
- Teddy bears' picnic
- Treasure hunt
- Walk for wildlife
- Wine tasting



DANNY GREEN/2020VISION



KITERA DENT/JUNSPASH

# TIPS

## It's easier than you think!

### 1 Who, what, where, weather

Think about who to invite – do you want people to take part or sponsor you? What event do you want to do? Where is your event going to take place? What will the weather be like? If your event is outdoors make sure you are ready for all eventualities! Just pick a date well in advance so you can let everyone know about it.

### 2 Invite

Promote your event. Send out invites, print a poster\* and post on social media so that everyone knows what you're up to! Remember to include time, date, location and purpose. And remember to let us know:

[fundraise@wildlifebcn.org](mailto:fundraise@wildlifebcn.org)

### 3 Prepare

Make sure you have everything you need for the big day. Stay as environmentally friendly as possible: plastic bags, balloons and glitter can harm wildlife and habitats and you can have just as much fun without them! Make sure you have sponsor forms\* printed off, or set up a fundraising page at [justgiving.com](http://justgiving.com) and choose us as your charity.

### 4 Enjoy

It's important that you enjoy your day – it is fundraising after all! Take lots of pictures to record your event – these will be great to send to the press to let them know how well you have done. Remember to ask for permission if you'd like us to use them. Don't forget to tell us how your day went, and tag us [@wildlifebcn](https://www.instagram.com/wildlifebcn) on social media. You can find us on Facebook, Twitter and Instagram.

### 5 Thank you!

If you've raised money online, e.g. through JustGiving, you don't need to lift a finger as the money comes straight to us, but it would be lovely if you could drop us an email to let us know!

[fundraise@wildlifebcn.org](mailto:fundraise@wildlifebcn.org)

If you'd like to make a credit or debit card payment please go online at [wildlifebcn/donate](http://wildlifebcn/donate) or call us on **01954 713543**

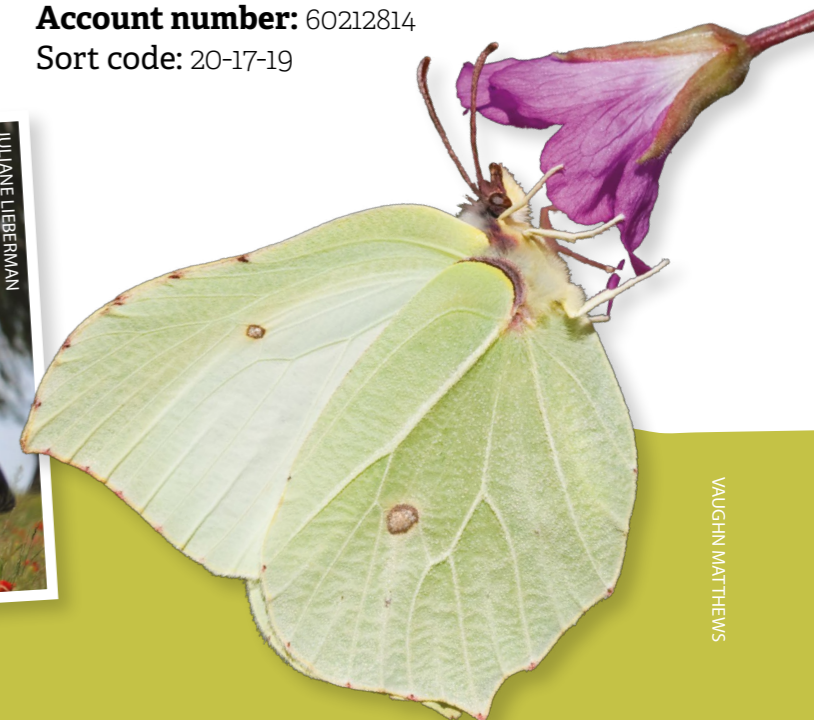
**Or you can pay by BACS:**

**Account number:** 60212814

**Sort code:** 20-17-19



JULIANE LIEBERMAN



VAUGHN MATTHEWS

\*find this at [wildlifebcn.org/fundraise-for-us](http://wildlifebcn.org/fundraise-for-us)



# STAY SAFE AND LEGAL

## Here's how to keep everything above board

### RESPONSIBILITY

It's really important that all safety aspects are thought about beforehand, as the Wildlife Trust BCN cannot accept any liability for any accidents or incidents that occur as a result of your fundraising event. If you're using a venue, check whether they have insurance, as you can't use the Wildlife Trust BCN's public liability insurance to cover your own events.

### SAFETY

Always do a risk assessment for the location of your event to make sure you have identified any hazards and have a plan in place for emergencies. Visit [sja.org.uk](http://sja.org.uk) or [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) for more information.

### PUBLIC EVENTS

Please check [hse.gov.uk](http://hse.gov.uk) for information about holding your event in a public place, and remember to obtain a licence from your local authority if you are collecting money in a public location.



### FOOD AND DRINK

Everyone involved in preparing and serving food needs a basic understanding of food hygiene, and if you're selling alcohol you need a licence from your local authority. If you're providing refreshments make sure you alert people to any allergens. [Food.gov.uk](http://Food.gov.uk) is a comprehensive website for food safety laws in the UK.

### RAFFLES

If you're organising a raffle, remember that you can't sell tickets to anyone under 16. If you want to run a public raffle, you'll need to apply to your local authority for a licence, but you don't need one for a private one as long as tickets are only sold to staff at a workplace or members at a club.



# CHECKLIST

Registered with  
FR FUNDRAISING  
REGULATOR

- A great idea
- Posters and sponsor form\*
- Made sure you're safe and legal
- Told us what you're doing
- Spread the word on social media

“ Our local restaurant has always been happy to help with a fundraiser... we had a fun evening and raised almost £2,000!” *Linda M.*

## Good luck and thank you for your support



Wildlife Trust for  
**Beds, Cambs  
& Northants**

[wildlifebcn.org](http://wildlifebcn.org)

Company Registration No 2534145 (England and Wales) Registered Charity No. 1000412  
Registered office: The Manor House, Broad Street, Great Cambourne, Cambridge, CB23 6DH

\*find this at [wildlifebcn.org/fundraise-for-us](http://wildlifebcn.org/fundraise-for-us)

