

FUNdraise for the Sussex Wildlife Trust



Welcome to our fundraising community!

Are you ready to help wildlife and wild places in Sussex and take up a fundraising challenge? If so, we need people like you! Organising a fundraising event or getting sponsored to do an activity are fantastic ways to raise money for the Trust. Whether you are running a relaxed coffee morning, a fun football tournament, a delicious cake sale or an exciting parachute jump, we can help make your activity be the best it can be.

In this pack you will find:

- Some information about the Sussex Wildlife Trust
- Some fundraising tips and ideas
- Legal guidance to fundraising
- Sponsorship form and details on how to create an on-line sponsorship form
- A sample press release

About Us

We are a conservation charity for everyone who cares about nature in Sussex. We focus on protecting the wonderfully rich natural life that is found across our towns, countryside and coast.

Did you know that treasured species such as hedgehogs have declined by over 1/3 in the last 10 years? They are now declining faster than tigers are globally in both rural and urban areas. A once common bird species, the turtle dove, has drastically declined by 90% in Sussex over the last 50 years, with a 60% drop occurring in just the five years to 2010.

By working alongside local people we want to create opportunities for us all to connect with nature, to protect our local wildlife habitats and for our wild spaces to thrive for generations to come. Together we can make sure that future generations living in Sussex will be able to enjoy the sense of wonder and well-being that nature offers.

Why fundraise for us?

You can help us to secure a better future for wildlife in Sussex by helping us to raise money for our nature conservation activities. Communities already supporting the Trust enjoy fundraising for us – it brings people together, in the office, at school, at home or in the outdoors, while supporting a great local cause.

Our work happens because of your support. Helping us through fundraising means you will be playing an important role in helping nature thrive in Sussex.

Some tips for successful fundraising

Get organised and set yourself a target; this will give you plenty of time to come up with new ideas and ensure you achieve your goal!

Set up an online fundraising page; this enables everyone to see your fundraising targets and allows them to donate online and track your progress. Justgiving is a great site for fundraising online, take a look at the Sussex Wildlife Trust page on the site (www.justgiving.com/sussexwildlifetrust).

Email/write/phone/text all your friends, work colleagues, family and neighbours! Make sure you contact anyone that can give you a donation big or small, every little helps!

Get your employer involved; investigate the opportunity of matched giving or sponsorship from your employer, for more information on this please just give us a call.

Publicity; contact us and tell us what you're planning to do and we can send posters, collection tins, and leaflets, all with the wonderful Sussex Wildlife Trust logo on. This will really highlight the charity and the great cause that you are raising money for. You can put these in your office, work place, sports clubs, anywhere where people can be encouraged to support you. Don't forget to contact your local media.

Consider health, safety and the law; here are a few important points you might need to consider:

- 1) It's really important that all safety aspects are thought about carefully, as Sussex Wildlife Trust cannot be held responsible for any accidents or incidents that occur as a result of your activity.
- 2) To make sure you're really safe you can contact your local council, or The Health and Safety Executive (www.hse.gov.uk) if you have any questions about holding events on public premises such as a school or workplace. For first aid advice, contact your local St John's Ambulance branch or the British Red Cross.

- 3) You may also need to check about certain laws, licences or permissions, particularly if you're organising a raffle, street collection or event on private property. To find out more you can contact the local council office and The Institute of Fundraising (www.institute-of-fundraising.org.uk).
- 4) If you are selling food and drink at a fundraising event, it is best to check food safety laws. Visit www.food.gov.uk/safereating for more information. If you are selling alcohol you will need to obtain a licence, and if as a prize you must make sure the recipient is over 18 and has a valid ID.

Make your event as environmentally friendly as possible; for example, please think carefully before using items which can harm animals and the environment, such as plastic bags and balloons. You can also make the event more environmentally friendly by lift sharing and ensuring you recycle whenever you can. Please see the 'Sustainable Events Guide' at www.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf for more information.

Update and thank everyone that has kindly donated to you, people will want to hear how much you have raised and will be delighted that they have helped you reach your target. We'll happily support you in sharing your fantastic fundraiser through our social media channels.

Organise an event; there are lots of ideas for events that can boost your fundraising, we have given you a few of our ideas in our ideas list below.

You can also follow us on Facebook by liking the Sussex Wildlife Trust page and we'll keep you updated with news and events. Simply visit our Facebook page (or type www.facebook.com/sussexwildlife).

Good luck with your fundraising. If you have any questions, please contact the Sussex Wildlife Trust Corporate & Community Fundraising Officer Anne Weinholt on anneweinholt@sussexwt.org.uk or by phoning her in the office on 01273 497522.

Success Stories

Did you know?

£10	could pay for	<ul style="list-style-type: none"> • Essential repairs to fencing on our reserves • Hedge shrubs to restore hedgerows and connect fragments of woodland
£20	could pay for	<ul style="list-style-type: none"> • Essential medicines to help care for our grazing livestock • managing nectar rich habitats for pollinators • Record of the movements of species on and through our reserves
£50	could pay for	<ul style="list-style-type: none"> • Wildlife friendly mowing of a hay meadow to maximum the wildlife interest • A Nature Tots session for 10 families to introduce young children to their outdoor environment • Could help to buy a sheep for grazing in order to manage our land in the most natural way possible • Professional development of our landowner Advisors as they stay up to date with developments in Agri-environment schemes
£100	could pay towards	<ul style="list-style-type: none"> • A youth rangers session providing environmental education activities to young people • Monitoring of bat activity in Ebernoe Common • Helping to reintroduce the Heath Tiger Beetle to Stedham Common
£250	could pay towards	<ul style="list-style-type: none"> • Costs of managing grassland for rare bumblebees • Costs of grazing our nature reserves with ponies • Management of ancient woodland in Ebernoe Common • A dive of ten underwater surveyors on a proposed Sussex Marine Conservation Zone to gather key evidence for its designation
£500	could pay towards	<ul style="list-style-type: none"> • Costs of buying a cow for grazing in order to manage our land in the most natural way possible • Monitoring heathland birds on our nature reserves

What's your idea? Here are a few of our favourites...

Organise a competition

Bingo
Darts
Quiz night
Raffle
Board games

Showcase your skills

Arts and crafts sale
Cake sale
Car wash
Computer game tournament
Cookery demo
Gig rowing
Knitting challenge
Homemade tea party
Open garden day

Go wild indoors

Barn dance
Beard shave
Book sale
Bridge tournament
Bring and buy sale
Ceilidh
Christmas wrapping service
Coffee mornings
Ebay sale
Face painting
I will give up.....

Have fun at work

Dress down day
Encourage your company to match how much you raise
Ten pence for every cup of tea
Swear box
Sweepstake
Wear wellies to work day

Try something new!

Abseiling
Assault course
Run a marathon
Wheel barrow racing
Parachute jump
Three Peaks Challenge

Go wild outdoors

BBQ
Beach Party
Car boot sale
Cycle ride
Dawn chorus walk
Football match
Fun run
Garden party
Love wildlife party
Plant sale
Teddy bears' picnic

Sponsorship Form

Initial(s)		Name	Address	Postcode							giftaid it*	Amount
A	N	Other	8, Anyroad, Anytown	T	R	1	9	5	A	T	<input checked="" type="checkbox"/>	30.00

Please photocopy or print off this page if you need further copies.

Please ensure that all sponsors tick the Gift-Aid box if they are a UK taxpayer and enter their home address and postcode. This allows us to claim an extra 25% on their donations from the Government. To qualify for Gift Aid, what you have paid or will pay in Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) must be at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your gifts for the current tax year. Other taxes such as VAT and Council Tax do not qualify.

Sussex Wildlife Trust ; Woods Mill ; Henfield, West Sussex BN5 9SD ; Tel: 01273 497522 Email: enquiries@sussexwt.org.uk W: www.sussexwildlifetrust.org.uk



Being sponsored to do something

There are 2 main ways you can get your sponsorship money to us, either online or through the sponsor form above.

1. Online

It's so simple and easy to manage your donations online using www.justgiving.com. You can set up your own page, and email the link to your friends and family. Just follow these simple instructions;

- Log on to www.justgiving.com
- Click on 'Get started'
- Click on 'Make your page'
- Fill in your details in the boxes with your name and address, email, etc. and choose a log on and password
- Select us as your charity by typing 'Sussex Wildlife Trust' into the search section
- Select what sort of event you are doing
- Choose if you would like us or Just Giving to stay in touch with you
- You can now 'Edit your page'. You can personalise it by uploading a photo, naming your event, adding in your fundraising target and letting people know why you're fundraising for us in the 'your story' section
- The next page allows you to choose the colour and theme of your page
- Just Giving will then provide advice on sharing your page (on Facebook, Twitter, email) as well as 'Top tips on fundraising'
- You will receive an email to confirm the link to your page which is what you'll need to give to your friends and family so they can donate
- You can then log in to your page any time to see how your donations are coming along!

2. Sponsor form

Use the form on the previous page to fill out your sponsors' details.

Gift Aid

A way of us gaining extra money for your donations is to ask your sponsors to tick the Gift Aid section of the sponsor form (or online at justgiving.com). This means that we can earn another 25p, given to us by HMRC, for every £1 donated!

Please send your completed sponsorship forms to the Trust HQ so that we can claim Gift Aid. This can be the original or a copy.

Collecting donations

Ask us to send you a template for making your own collection tin with our logo on to collect donations at your event or activity. After the event feel free to pay in the donation via our justgiving site www.justgiving.com/sussexwildlifetrust or bring the tin to the Trust with the money in and the box sealed.

Look after the money

Any funds you raise belong to the Sussex Wildlife Trust.

Please

- Collect and hold all money raised in a safe and secure place (particularly CASH).
- Keep all money raised separate from your own.
- Keep details of amounts raised, with accurate records of all donations received or pledged, all event proceeds, plus a record of activities carried out to raise the money.
- Return all original sponsorship forms to the Sussex Wildlife Trust along with the monies you've raised.
- Ensure all cheques from you and your supporters are made payable to the Sussex Wildlife Trust – not to you personally.
- Offer donations back to the appropriate persons should your event be cancelled or fail to take place. If anyone declines their money, that money must be paid promptly to the Sussex Wildlife Trust.

How to give us the money you've raised

Once you have completed your activity or event, first of all – congratulations and thank you so much!

After you have celebrated, it is very easy to get your donations to us;

1. Online

- Use our justgiving website www.justgiving.com/sussexwildlifetrust and the money raised on your page will automatically get transferred to us
- Visit www.sussexwildlifetrust.org.uk/donate to pay a lump sum, and remember to let us know when you've made payment.

2. At the bank

Use a 'Paying in slip' to pay in either cash or cheques, and make sure you fill out the reference box so we know who the donation is from.

If you do pay in to the bank, please drop us a line to let us know we should be expecting your payment and how much to look out for.

3. By post

You can also use the 'Paying in slip' with a personal cheque from your account, which can be posted directly to the office. Please send these to: Anne Weinhold, Corporate & Community Fundraising Officer, Sussex Wildlife Trust, Woods Mill, Henfield BN5 9SD.

4. In person

We would love to have a visit from you in person if you would like to bring in your cash or cheques.

Please do pop in to our offices at the above address, we would be very happy to meet you!



Please let us know if you're planning a fundraising activity by filling in the form below and sending it by email or in the post.

Sussex Wildlife Trust fundraising pack Registration Form

I'm raising money for the Sussex Wildlife Trust

Name _____

Event _____

Date _____

Time _____

Location _____

Contact _____

I want to raise £ _____

Please send this registration form to

Anne Weinhold
Sussex Wildlife Trust
Woods Mill

Henfield, West Sussex BN5 9SD

or email anneweinhold@sussexwt.org.uk with your details and we will support your event!



Press Release Template

For immediate release: (Date) – if it's ok for the press to use the story as soon as they receive it
OR

Embargo: (Date) – if you want to forewarn a journalist about an event but don't want them to print your story until a date in the future

HEADLINE The headline should capture the editor's interest while also explaining what the press release is about.

PARA 1 summarise the key points of your story in no more than two sentences (include the five w's: who, what, where, when and why).

PARA 2-3 use the following paragraphs to flesh out your story in more detail.

PARA 4 – QUOTE yourself or someone relevant to the story (if not you, ensure the quote is approved). Contact Rockinghorse if you would like to quote a member of staff.

PARA 5-6 include any extra relevant info here.

CONTACT DETAILS: Remember to include contact details at the end of the release in case the editor requires any further information (name, details of your online fundraising page, telephone number, email address, website).

NOTES TO EDITORS: Use this section to include any further relevant background info or to inform the editor that you have attached photos (include captions).