



# Staffordshire Wildlife Trust

# Fundraising pack

## About Staffordshire Wildlife Trust

Staffordshire Wildlife Trust is the leading nature conservation body in Staffordshire.

We protect and enhance Staffordshire's wildlife and wild places and promote involvement, enjoyment and understanding of the natural world.

With the support of almost 15,000 members, we manage 27 nature reserves covering almost 2,500 acres including sites of international, European and national importance.

We are the local face of The Wildlife Trusts, the largest organisation in the UK concerned with the conservation of all forms of wildlife.

We do not receive government funding for our core work, so all this money needs to be raised through our members, individuals, charitable trusts, corporate donations, legacies and grants.



Damian Waters drumimages.co.uk



## Could you raise money for us?

**£20** - could pay for two field guides, four pond-dipping nets or 10 bug viewers to help children discover nature

**£50** - could pay for a pair of waders to help us save native crayfish

**£100** - could pay for fencing to contain grazing animals that help us manage our nature reserves

**£300** - could pay for a woodland management scheme to help wildflowers to thrive

**£1,000** - could help reinstate habitat for some of the rarest ground-nesting solitary bees in the UK



## How to use this pack

This pack includes information on how to successfully organise a fundraising event for Staffordshire Wildlife Trust.

### In this pack you will find :

- Fundraising ideas
- Advice on publicising your event
- Health, safety and the law
- Sponsorship Form
- Poster template
- How to make your donation

Whatever you decide to do or how much money you manage to raise your support is greatly appreciated and will make a huge difference to Staffordshire's Wildlife. Please let us know what you are planning and we can help you to publicise it.

### Contact:

James Dennison 01889 880109  
j.dennison@staffs-wildlife.org.uk

## Fundraising ideas

### Do something fun, challenging, or just plain silly!

#### Organise a competition

- Bingo
- Darts
- Quiz night
- Raffle
- Welly wanging

#### Be a daredevil

- Abseiling
- Assault course
- Run a marathon
- Wheelbarrow racing

#### Showcase your skills

- Arts and crafts sale
- Cake sale
- Car wash
- Computer game tournament
- Cookery demo
- Rowing
- Knitting challenge
- Tea party
- Open garden day

#### Have fun at work

- Dress down day
- Swear box
- Wear your wellies to work

#### Go wild indoors or out

- Auction of promises
- Barn dance
- BBQ
- Beard shave

- Book sale
- Bridge tournament
- Bring and buy sale
- Car boot sale
- Casino night
- Ceilidh
- Cocktail tasting
- Coffee morning
- Cycle ride
- Dawn chorus walk
- Treasure hunt
- Tug-of-war
- Day of silence
- Dog walking
- Face-painting
- Film show
- Football match
- Fun run
- Garden party
- Guess the weight of the baby
- I will give up ...
- Keep fit challenge
- Jewellery sale
- Love wildlife party
- Mini-Olympics
- Night time trek
- Plant sale
- Selling breakfasts
- Sponsored horse race
- Talent show
- Teddy bears picnic
- Theatre performance
- Climb the Roaches





## Health, safety and the law

Don't put yourself or anyone else at risk.

### **Risk assessment**

When planning your activity make sure you have conducted a risk assessment. This will help you to identify the things that could go wrong and take actions to make sure they don't. Visit [www.hse.gov.uk](http://www.hse.gov.uk) for information on how to conduct a risk assessment.

### **First Aid**

Make sure you have suitable first aid cover for your event. Visit <http://www.sja.org.uk> (St John's Ambulance) for advice.

### **Legal issues**

Certain events such as street collections, raffles and food sales require licences and permissions. Contact your local council for more information well in advance of your event.

### **Insurance**

Consider whether your event requires insurance. Search the internet for guidance and details of insurance providers.

**Staffordshire Wildlife Trust cannot be held responsible for any accidents or incidents that occur as a result of your activity.**

### **Consider the environment**

Make sure your event doesn't harm wildlife or the environment.

## How to give us the money you've raised

### **Online:**

[www.justgiving.com/staffordshirewildlifetrust](http://www.justgiving.com/staffordshirewildlifetrust)

### **At the bank:**

Account name: Staffordshire Wildlife Trust Limited  
Bank: Natwest  
Address: 75 High Street, Newcastle under Lyme, Staffordshire., ST5 1PN.  
Sort code: 50-10-27  
Account no: 03920488

### **By post:**

Send to FREEPOST WILDLIFE (no stamp required)

### **In person:**

Drop off at the Wolseley Centre, Wolseley Bridge, Stafford, ST17 0WT.



## Publicising your event

Once you've decided on the what, who, when and where of your event or activity, you will need to spread the word...

### **Use the materials in this pack**

In this fundraising pack we have a poster template, a poster of our logo and a sponsorship form for you to use. You can put these up locally and in places far and wide to let people know about your event. You could put posters up at work, your school, in the post office, local shop or library.

### **Tell everyone you know**

See how many people you can tell by letting all of your friends and family know what you're doing and asking them to spread the word on your behalf. Don't forget your town or village newsletter, if you have one.

### **Let us know**

We are here to help! Tell us your plans so we can add your event to our website and Facebook pages and tweet about your event on twitter.

### **Contact the media**

Speak to your local newspaper and let them know what you are doing. Be sure to let them know if there is an opportunity for a photo.

### **Use Social Media**

Use Facebook and Twitter to tell your friends and followers what you are doing and encourage them to tell their contacts.

### **Remember!**

Include the wording 'All proceeds will go to Staffordshire Wildlife Trust, registered charity no.259558' on any literature and posters.



Working for a living landscape  
Looking after Staffordshire's wildlife



# Staffordshire Wildlife Trust

# Sponsorship form

Name: \_\_\_\_\_

Event: \_\_\_\_\_

Title	First name	Surname	Address	Postcode	E-mail	we will send you a thank you e-mail if you provide an e-mail address.	Amount	Gift Aid ?

## Make your donation go further

If I have ticked the box headed "Gift Aid?", I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Staffordshire Wildlife Trust to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.





**Staffordshire  
Wildlife Trust**

# Fundraising event

**I'm raising money for wildlife**



Working for a living landscape  
Looking after **Staffordshire's wildlife**



# Staffordshire Wildlife Trust