



Suffolk
Wildlife Trust

Wild Fundraising Pack



Advice & tips on how to raise money for
Suffolk Wildlife Trust



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Wildlife Trust



Thank you!

for choosing to support Suffolk Wildlife Trust! We are so pleased you have chosen to fundraise for us!

For over 60 years the Trust has been at the forefront of wildlife conservation and nature recovery in Suffolk. From protecting endangered species and restoring the natural environment, to defending nature against harm and inspiring local people to take action.

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 Suffolk Wildlife Trust, you'll be helping to support wildlife and wild places **where you live.**

It's a big ambition, but with people like you on board we know we can do it.

As habitat loss, pollution, and climate change are pushing nature to the brink, our work is more important than ever, and our efforts go beyond nature reserves.

We're working with communities, schools, farmers, landowners, councils and MPs to create a healthier, more sustainable future for Suffolk, where people and wildlife are thriving together.

From organising a sponsored run to a quiz night 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. Thank you again, and good luck! We couldn't do it without you.

Fundraising Team
Suffolk Wildlife Trust



Did you know?

It costs £5000 a day to manage our nature reserves. So every penny is vital to help us bring back nature.

How you are helping:

1



We care for 50 wildlife-rich nature reserves. And as we believe nature is for everyone, we don't charge entry fees. **Your fundraising will help us keep entry free for all.**

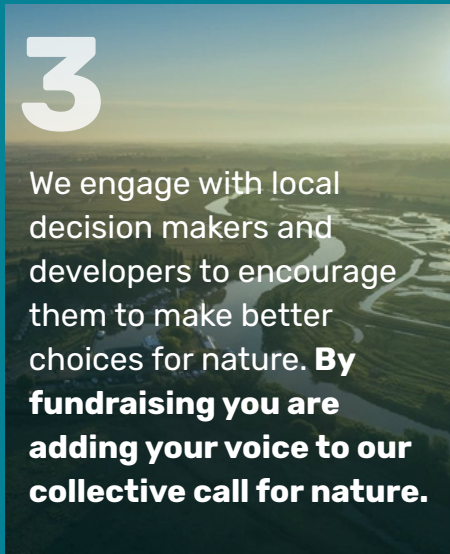
2

We work with farmers and landowners to help them champion nature in their spaces. **Your fundraising will help us access resources to support farmers to help wildlife on their land.**



3

We engage with local decision makers and developers to encourage them to make better choices for nature. **By fundraising you are adding your voice to our collective call for nature.**



4

We speak up for wildlife and the environment by campaigning for nature-friendly policies. **Your fundraising helps us galvanise and inspire local action for nature, wildlife and climate.**



5

We help schools and community groups to play their part in nature's recovery by sharing knowledge, training and practical support. **Your fundraising helps us build communities across the county that are inspired and care for their local spaces with informed and thoughtful choices.**



Fundraise for wildlife

However you fundraise, nature wins!

Top tip

Don't be frightened of asking. Once people know why you're fundraising for Suffolk Wildlife Trust, you'll be surprised at how generous they can be!

We rely on the incredible support of local communities, businesses, and nature-lovers to help our mission to save Suffolk's wildlife and environment. With your support, we can make a Suffolk where people and nature can thrive together.

Fundraising is a great way to make a **direct impact for the local environment** - as every penny you raise will help our work for nature across Suffolk.

Here's a selection of ideas for community events and sponsored activities to take your pick from:

Abseiling
Arts & crafts sale
Assault course
Auction of promises
Barn dance
Bike ride
Bingo
Book sale
Bring & buy sale
Car wash
Casino night
Evening Talk
Football match
Fun run
Game tournament
Garden party
Giving something up

Golf Challenge
Guided walk
Knitting challenge
Mini-Olympics
Movie night
Open gardens day
Peat Free plant sale
Quiz night
Raffle
Run a marathon
School non uniform day
Shave your hair
Sponsored event
Sports day

Talent show
Treasure hunt
Walk for wildlife
Welly wanging
Wild dress up
Wild sleepover

Questions? Email us:
fundraising@suffolkwildlifetrust.org



Why not...



Form a team

Why not gather a team of friends and family and enter a run or a challenge as a group - training is always more enjoyable when you've got company. As a group you can inspire one another and set a team fundraising target.

Host a quiz night

Put your thinking caps on and organise a quiz. Invite your friends and play quiz master in your living room or have a chat with the landlord of your local pub to see if you could hold it there. Charge an entry fee and sell refreshments to raise funds.



Play games

Gather friends and family together for the ultimate board game tournament. There are plenty of games to choose from, from a simple round of Snakes and Ladders to building a world in Catan. Why not encourage everyone to bring their favourite game with them.

Top tip

We'd love to hear your plans. Let us know what you're up to by dropping us an email.

Questions? Email us:
fundraising@suffolkwildlifetrust.org

Fundraise at work

Bring some fun activities into your office, connect with your colleagues and raise vital funds at the same time.

Office olympics

Become an office champion in speed typing or letter franking, bin basketball or relay chair racing!

Dress down day

Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.

Collection tins

Put them in your reception or canteen and let your colleagues know that they are there! (contact fundraising@suffolkwildlifetrust.org to find out more about this)

Make the most of inter-departmental rivalry...

Organise a football, netball or rounders game. Ask each player or team to donate to enter.

Payroll giving

Some organisations offer payroll giving to employees, meaning you could make a donation directly from your salary before tax is deducted! You could even suggest that they make us their Charity of the Year.

Baby picture competition

Ask all of your colleagues to bring in a picture of when they were a baby. Each person donates £2 to enter and you each guess who is who.



Did you know?

Suffolk Wildlife Trust cares for over 50 nature reserves across the county. And, as we believe nature is for everyone, we don't charge any entry fees.

Step-by-step guide

What, when, where, who & weather!



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! Make sure it doesn't clash with other events.

Where will it take place?

Who will you 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. Have a back up plan too.

Set a goal

Set yourself a goal of how much you hope to raise for Suffolk Wildlife Trust. You'll be amazed at how this will encourage people to support you.

The promotion

Now it's time to shout about your plans! Spread the word! Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of Suffolk Wildlife Trust and the fantastic fundraising that you are doing.

- Put up **posters** in your local area, in your workplace or in your window!
- If it's an event that other people can attend, send out **invitations** with all the details such as 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.
- Use your social media profiles to post regular updates about your progress and tell everyone how it went afterwards!
- Post a link to your online sponsorship page **regularly**, reminding all your contacts why you're fundraising for Suffolk Wildlife Trust. You can do this before, on the day and after your event – this will boost your fundraising.
- Tell Suffolk Wildlife Trust your plans. We'd love to know and can give you guidance as well as help you promote it.
- **Check out our website for help** with sponsorship forms and information about Suffolk Wildlife Trust.

The legal part

It's important to make sure that your fundraising event is safe and legal as well as fun and successful! We don't want to make it daunting, but here are a few reminders.

We ask that you please refer to yourself as **fundraising 'in aid of' Suffolk Wildlife Trust** in all your messaging.

Please also be aware that you are responsible for all aspects of your fundraising activity, including the safety of everyone involved. Suffolk Wildlife Trust cannot accept any liability relating to your fundraising. We suggest doing a **risk assessment** beforehand at the location of your event to make sure you have considered any hazards.

Your risk assessment will need to include the following:

- Ethical considerations – the activity is appropriate and not likely to cause any concern
- Safeguarding has been considered
- Financial controls
- Health and Safety
- Insurance requirements
- Legal compliance and licensing particularly with regard to alcohol or raffles.

Most events on private land such as a school or a workplace don't need a license, just permission from the landowner.

Events on public land like a park or a high street which involve collecting donations may require a license which you can obtain through the local council. Raffles which take place on the day of your event only, also should not require licensing.

Giftaid it – Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK taxpayer – we can claim an extra 25p for every £1 donated.



The money

You have held your event – we hope you enjoyed it! All that's left is to pay in the funds you have raised for Suffolk Wildlife Trust.

Online: suffolkwildlifetrust.org/donate

By cheque: Please make the cheque payable to Suffolk Wildlife Trust and send it to: Suffolk Wildlife Trust, Brooke House, The Green, Ashbocking, Ipswich, Suffolk, IP6 9JY.



More ways to donate:

Order a collection pot:

Email fundraising@suffolkwildlifetrust.org to organise a collection pot for your business, community space or event.

Ink Cartridge Recycling:

Earn up to a £2 donation per ink cartridge when you recycle with Recycle 4 Charity.

Fundraise as you shop:

Sign up for EasyFundraising and generate donations whilst you shop online.

[Click here to find out more](#)

Get in touch

By phone: 01473 942110

By email: fundraising@suffolkwildlifetrust.org