



Derbyshire
Wildlife Trust



COMMUNITY FUNDRAISING PACK



Team WIIDER

www.derbyshirewildlifetrust.org.uk

THANK YOU FOR CHOOSING TO SUPPORT DERBYSHIRE WILDLIFE TRUST



It's fundraisers like you that can make a real difference. Every penny raised will help towards our goal to ensure 33% of land is managed for nature by 2030. Whether you raise £5 or £5000, your money will support Derbyshire Wildlife Trust and help the nature on your doorstep.





£5

could buy a pair of heavy duty work gloves for our practical volunteer teams

£25

would fund a new bird nesting box on one of our nature reserves

£50

could buy plants for 5 metres of wildlife friendly hedge creation

£200

would cover the cost of changing a stile to a gate to create more inclusive access to wild spaces



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TOP TIPS TO KEEP IT WILD

There are lots of different ways you can fundraise for us. Check out our get inspired page for lots of ideas but remember to keep things eco-friendly to help protect our wildlife.



WHAT YOU'LL NEED...

TO DO
LIST

- Keep plastic use to a minimum, if you're having an event use washable cups and plates instead of disposable ones
- Avoid balloon releases and other potentially harmful actions
- Don't forget to clean up any mess and leave no trace
- If you're setting up an event try and locate it somewhere that is accessible via public transport, or suggest car sharing to make it as carbon-neutral as possible

5-YEAR-OLD RAISES ALMOST £1,000 FOR DERBYSHIRE WILDLIFE TRUST

Young wildlife enthusiast Jake worked throughout June, as part of The Wildlife Trusts' 30 Days Wild campaign to have his wildest month yet, all whilst fundraising to help protect the wildlife he loves.

Through sponsorship for completing each of his wild activities, he raised £956.78. The wild activities included litter picking, making bird feeders, bug homes and hedgehog houses, planting wildflowers, cataloging moths and watching bats.

To say thank you and to celebrate his huge success he came to see our work and chat about how his fundraising has made such a big difference to wildlife.



Jake with our CEO Jo Smith

His mum, Ashleigh said...

“ Jake loves the outdoors and it's been his only escape during lockdown the last year. He's suffered a lot recently with ill health, asthma and hearing issues. Being outdoors means so much to him and he loves wildlife.

Meeting up with Jo and Kate Lemon, who leads the Trust's work where we live, was such a great experience to finish off his wild month. They showed us around their wild garden and Jake got stuck in with pond dipping, finding lots of tadpoles at different stages of development.



Dr Jo Smith, CEO of Derbyshire Wildlife Trust said

“

It was such a joy to meet Jake, a real wildlife super hero! We need many more people just like him. Jake has also helped his family swap a lot of their single use plastic such as straws, soaps, washing detergent to plastic free natural alternatives, and encourages them to walk rather than take the car.

Actions like these can make a big difference for nature and wildlife. We're in the middle of a nature and climate crisis - if everyone took Jake's lead, we'd see real change and nature could start to recover. We can't wait to see what he gets up to next.

Jake's now planning his next fundraiser and has his sights set on becoming a wildlife ranger.



Kate Lemon - Landscape Recovery Manager with Jake



FUNDRAISE IN 8 SIMPLE STEPS



To kick-start your fundraiser, you'll need to think about:

N°1

What kind of activity or event you want to do, check out some of the fundraising ideas in this guide for inspiration

N°2

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

N°3

Where it will take place and who you will invite to watch, take part, or sponsor you

N°4

If your activity is outdoors, you'll need to check the **weather** and decide whether it'll affect your plans



Nº 5

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

Nº 6

Shout about it and **promote** your event or challenge

Nº 7

Enjoy, make sure you have fun, whatever it is you're doing

Nº 8

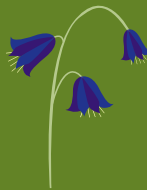
Donate, see page 21 for ways to send in your money



DID YOU KNOW...

£50 could plant **50 TREES** to help regenerate a bluebell wood.

.9



FUNDRAISING IS FUN

Here's a selection of ideas for community events and sponsored activities to get you started - **take your pick!**

You can make it as simple or challenging as you like.

WHY NOT ORGANISE A:

- Birthday Fundraiser
- Wild Garden Party
- Wild Sleepover
- Cake Sale
- Open Gardens Day
- Community Picnic
- Wild Sleepover
- Dawn Chorus Walk
- Football Match
- Auction
- Quiz Night
- Raffle
- Fun Run

GET SPONSORED FOR A CHALLENGE:

- Bike Ride
- Abseil
- Skydive
- Wildlife Fancy Dress
- Knitting Challenge
- Assault Course
- Run A Marathon
- Shave Your Hair
- Welly Wanging
- Fun Run
- Sponsored Silence
- Coffee Morning
- Give Something Up

Jason Adshead and his sons Oliver Joseph (9) and Taylor James (10) ran 48 miles over 31 consecutive days to raise a huge **£1037.63** for Derbyshire Wildlife Trust.



BIG WILD GARDEN PARTY



Why not have fun and fundraise for us by throwing a wild garden party?

Dust off the deck chairs and get your friends and family buzzing about being outside. Whether you decide to sell cakes, make food and drink, play garden party games or do something for wildlife such as plant seeds or make bird feeders, there's nothing more enjoyable than relaxing outdoors with your friends, family and nature.

You could raise money by charging for tickets, having a raffle or tombola or having activities that people can make a donation for such as a photo with a wildlife character or face painter, the possibilities are endless.



LET NATURE DO THE TALKING AND THE DECORATING

Is your long grass a great talking point?

Can you get planting pollinator friendly plants to brighten up your garden and help the bees?

Why not get creative recycling pots?



WILD STREET PARTY

FUNDRAISING FOR SCHOOLS & COMMUNITY GROUPS

Schools and community groups can fundraise in many different ways. From having a day of wild fancy dress to running a wild bake sale, there are so many ways to get involved in protecting nature. Get creative and go wild!

SOME IDEAS TO GET YOU STARTED:

BAKE FOR WILDLIFE

Get everyone together and hold a bake sale, ask people to bake some wild goodies like butterfly cupcakes or a hedgehog cake, or a traybake decorated with a 'wildlife scene'!

WILD ONESIES'

Pay a pound to have a wild day wearing onesies at school!
Or go in wild fancy dress to work.

FOOD TASTING FUNDRAISER

Have a local gin distillery? Or a cheese specialist? Or maybe a wine shop? Organise a tasting session! Sell tickets, donate a cut to Derbyshire Wildlife Trust and help a local business grow.



BIRTHDAY FUNDRAISERS

(or any other celebration!)

Pledge your birthday this year.

What better way to celebrate your birthday than by giving a little something back?

Asking for donations to Derbyshire Wildlife Trust instead of receiving birthday cards or presents this year will make a huge difference to local wildlife.

You can donate in the usual ways (see page 18) or set up a Facebook fundraiser.



HOW TO SET UP A BIRTHDAY FACEBOOK FUNDRAISER

- Nº 1** Once logged into Facebook, use the search tool and search for 'Fundraisers'
- Nº 2** Click on "Select Charity" - we're listed as Derbyshire Wildlife Trust
- Nº 3** Choose how much you want to raise
- Nº 4** Decide when you'd like your birthday fundraiser to end
- Nº 5** You can edit the text or the image - and then just click "create"!



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**.

www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm#article

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.

Consider if your event requires insurance. Derbyshire Wildlife Trust cannot be held responsible for any accidents or incidents that occur as a result of your activity.



ONLINE FUNDRAISING

Fundraising page,
JustGiving™

If you're taking part in a sponsored event or challenge, we recommend you set up a free online fundraising page with **JustGiving**.

We have our own Derbyshire Wildlife Trust **Just Giving page** that you can **find here**.



The platform allows you to quickly and easily share what you are doing and ask your friends, family and colleagues for donations.

You can also link your page directly to us, and any money raised will go straight to Derbyshire Wildlife Trust.



- Write a page summary that gets straight to the heart of why you are fundraising and why our cause means so much to you
- Set yourself a target donation amount - pages with a target raise **45% more** on average
- Make it personal and add photos of yourself - pages with images raise **23% more**
- Update your supporters on how things are going - how close are you to target, how is the training going, or even just to say “thank you”. It might seem like a small thing, but it can have a big impact
- Include any money you raise offline too. JustGiving gives you this option and we recommend you use it, as it will show your supporters the bigger picture and how well you're doing
- Try and make your first donation a big one - that way others are more likely to match it

CYCLISTS RAISE £11,000 FOR CHARITY



Five eager cyclists took on the challenge of cycling from Lands End to John O'Groats, cycling over the course of 8 days, averaging a whopping 115 miles a day.

As they are all nature-loving, outdoor enthusiasts from Derbyshire they chose to raise money for Derbyshire Wildlife Trust and another charity, to help support the continued conservation of our beautiful county.



“

It went really, really well. The weather was superb all the way, except one very windy afternoon over the Cairngorms, and we were all strong throughout, which made for a very enjoyable trip!”

In total we covered 952 miles, 55,000ft of elevation gained, 59hr 15 mins riding, only 1 puncture, and rode through England, Wales, and Scotland. For the most part we were focussed on the cycling but from a wildlife point of view some notable spots were deer, eagles, red kites, a red squirrel and a snake!

Our page is close to £11,000 and with gift aid it's over that so we are absolutely chuffed with how much we've raised.

Cyclist Dan Swain



SHOUT ABOUT IT



- Put up posters in your local area, in your workplace or even around your home
- Promote on social
- Tell your friends
- 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 us about your plans. We'd love to know and can give you guidance as well as help you promote it - wilder@derbyshirewt.co.uk



HOW TO SEND YOUR MONEY

ONLINE FUNDRAISING

We have our own Derbyshire Wildlife Trust **Just Giving page** that you can find here.



This means you can link your own page directly to us, and any money raised will go straight to Derbyshire Wildlife Trust.

OTHER WAYS TO DONATE

You can make a donation on our website here.

You can send cheques to:

Derbyshire Wildlife Trust
Sandy Hill
Main St
Middleton by Wirksworth
DE4 4LR



MAKE YOUR DONATION GO FURTHER



GIFT AID

If your supporters are UK tax payers they can boost their donation by 25%!

The Gift Aid Scheme enables charities to reclaim tax on donations, which means we can receive an extra 25p for every £1 donated. Your online fundraising page and your sponsorship form in this pack have a Gift Aid Box for your supporters to tick to confirm they are UK tax payers.

To enable us to claim gift aid, please make sure they fill in their name, address and post code on your Sponsorship Form. Please check this before you send it to us.

If they donate to your online page, JustGiving captures this information. Please note that purchases of tickets or goods can't be Gift Aided.

MATCHED GIVING

Lots of businesses operate a matched giving scheme, which will double the amount of money you raise.

Find out if your employer operates a scheme. Remind them it's tax efficient for them and it benefits wildlife. If they are able to match your donation, please let us know so we can identify their payment. We are happy to help complete any forms that are needed.



SPONSORSHIP FORM



I'm raising money for Derbyshire Wildlife Trust.

Ask your friends and family to sponsor. Complete this handy sponsorship form then pop it in the post to **Derbyshire Wildlife Trust** or email a copy to **wilder@derbyshirewt.co.uk**

Our address is Derbyshire Wildlife Trust, Sandy Hill, Main Street, Middleton, DE4 4L4



Full	House	Postcode	Donation amount (£)	Date	Gift aid?

Your security and privacy are important to us. Find out how we keep your data secure and respect your privacy at www.derbyshirewildlifetrust.org.uk/policies.

By ticking the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer as identified by my address and that I would like the named charity to reclaim 25p of tax on every £1 that I have given on my sponsorship donation. I understand that if I pay less Income and/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 also understand that I need to notify the charity if I wish to cancel this declaration, change my name or home address or no longer pay sufficient tax on my income or capital gains.



Derbyshire
Wildlife Trust

Wishing you the best of luck
with your fundraising!

**THANK YOU
FOR YOUR
SUPPORT.**



www.derbyshirewildlifetrust.org.uk