

# WILD WELFARE

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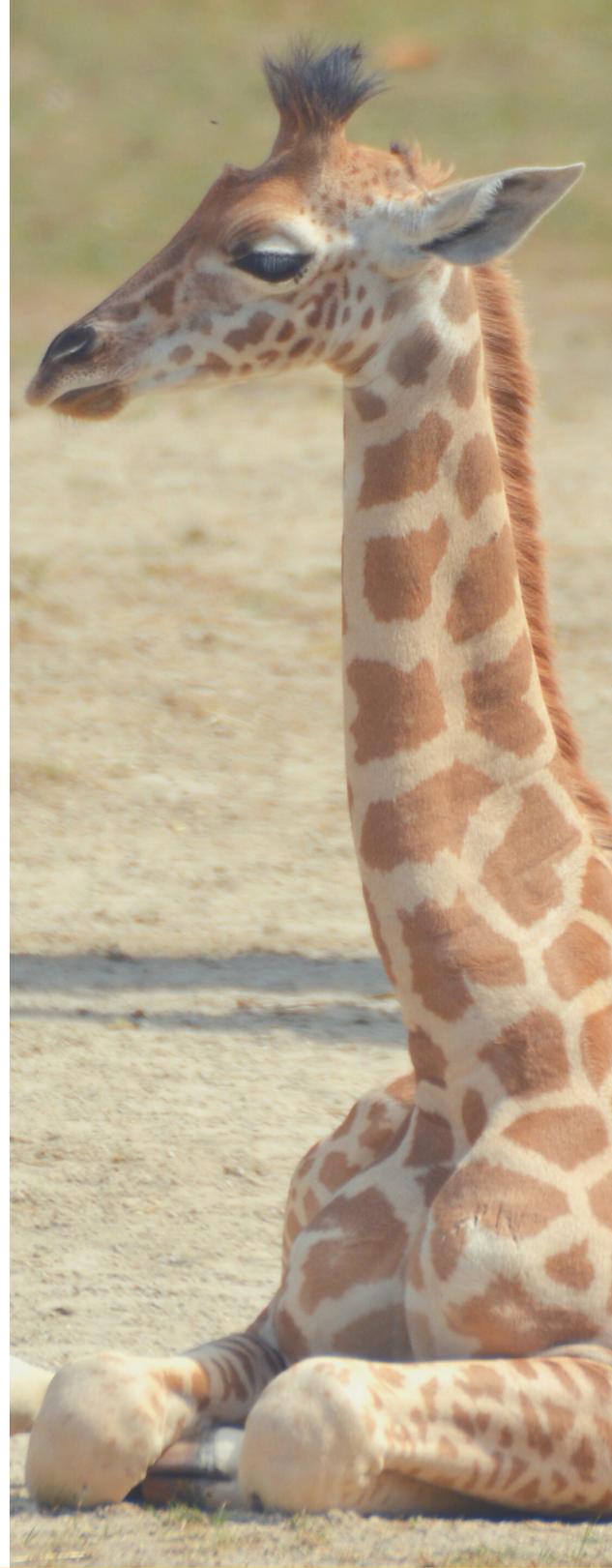
## FUNDRAISING PACK



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## **Making A Difference For Captive Wild Animals**

Wild Welfare is incredibly grateful for your support! By helping to raise vital funds you will be making sure we can work towards improving welfare for more captive wild animals around the world.

Whether you pursue an individual goal raising funds through sponsorship or organise your own fundraising event, we've included some fundraising ideas to inspire you on your journey!

# WHY SUPPORT WILD WELFARE

## VISION AND MISSION

Our Vision is to end the suffering of captive wild animals around the world, ensuring full and sustainable protection is given to all animals in human care.

Our Mission is to unite the world's leading zoos and animal welfare organisations to improve the welfare of captive wild animals around the world.



## WE CHALLENGE PRACTICES THAT COMPROMISE ANIMAL WELFARE

Many animal welfare practices seen in captive wild animal facilities are indefensible and yet they continue. We work with facilities and those involved in captive animal welfare, to achieve national and regional changes, not only in animal welfare, but in broader-based wildlife issues as well.

## WE IMPROVE CAPTIVE ANIMAL WELFARE

From providing animal care and welfare training to zoo staff, to working with national legislators to enact appropriate protection legislation, we aim to get to the core of the issue, giving practical support that helps improve welfare for wild animals in captivity within a facility, nationally and at a global level.

## WE WORK WITH LEADING ZOOS, ANIMAL WELFARE ORGANISATIONS AND ACADEMIC INSTITUTIONS

We work with all those working in the zoo and animal welfare fields who are also committed to making positive welfare changes through research and reform. We believe in supporting institutions and individuals making educated changes that result in improved animal welfare practices.

## WE RESPECT CULTURAL DIFFERENCES BUT DON'T LET THEM BECOME AN EXCUSE FOR POOR WELFARE

We embrace different cultures and values, but use the most up to date animal welfare research to make improvements, helping ensure harmful, outdated practices become a thing of the past.

# FUNDRAISING IDEAS

- Auction of Promises – ask your friends and family to donate items or goods e.g. a painting or a piece of artwork or a service such as dog walking or gardening.
- Arts and craft fair.
- Bike ride.
- Coffee morning or cake sale (how about making it a vegan challenge?)
- 'Come Dine with Me' dinner party.
- Dress down (or dress up!) day.
- Easter egg hunt.
- Summer fete.
- Guess the number of sweets in a jar.
- Name the teddy bear.
- Lucky dip.
- Host a quiz night.
- Sponsored walk.
- Swimathon.
- Tombola.
- Treasure hunt.
- Tug of war.
- Wine tasting.
- Hold a yogathon.
- Zumbathon.

**One of the main things to remember is that fundraising should be fun and we are here to support you on your fundraising journey! Whatever you choose to do, we'd love to hear about your plans and provide you with materials and support to make your fundraising go as smoothly as possible. Please do get in touch with us at [fundraising@wildwelfare.org](mailto:fundraising@wildwelfare.org) if you have any questions or queries.**



# HOW TO ORGANISE YOUR EVENT

## Create a Plan

Draw up an event plan checklist and choose your date and venue (check that this doesn't clash with any other events happening in your area). If you are holding a public event please get permission first either from your local authority or the property owners. Think about recruiting volunteers to help you organise your event and to help make sure it goes smoothly on the day.

## First Aid

Make sure that relevant health and safety checks are undertaken and you have all the appropriate support in place.

For more advice contact [St. John's Ambulance](#) or [The Red Cross](#).

## Insurance

As the organiser, you are responsible for making sure there are no risks to you or anyone else. For public events check to see if your venue already has Public Liability Insurance in place, and if it doesn't arrange your own. If you are holding an event at home then check your insurance covers this too.

## Data Protection

Please make sure you only collect information you need and do not share people's personal details. As soon as you don't need information, you must destroy it. Read more information about GDPR requirements [HERE](#).

## Company Sponsorship

Asking companies to sponsor your event is a great way to cover running costs or secure a bigger donation, as well as opening up opportunities to invite their staff to help you. Adding the company's logo to your posters or having their banner up on the day is great publicity for them too.



# PUBLIC COLLECTIONS

## **Public Collections, Raffles and Lotteries**

Collections are a great way to raise money, but if you are planning one in a publicly owned place then you must be licensed by your Local Authority. If it is privately owned land then you will need permission of the owner. Please don't collect money door to door as it is illegal to do so without the correct licence.

If you are holding a raffle or lottery at a private venue (work or social club for example), or as a minor part of a public event then a licence is not necessary. If the raffle is public then there must be no cash prizes and the ticket sales and results must take place during the event. You cannot spend more than £250 on prizes, however there is no limit on the number of items that can be donated. If you are holding a large raffle that is open to members of the public then it must be registered with the local council.



# PROMOTING YOUR EVENT

Once you have decided to raise money for Wild Welfare, **be sure to let everyone else know about it!** There are lots of things you can do to promote your Wild Welfare fundraising event:

- Tell everyone you know that you're fundraising to help protect captive wild animals – and ask them to tell everyone they know. Don't be afraid to tell them why!
- Post about your event on Facebook and Twitter. Link to your online fundraising page so people can sponsor you easily and quickly.
- Why not start a blog about your fundraising journey?
- Put up posters in shops, pubs, libraries, at work and anywhere else you can think of.
- Hand out flyers – please let us know if you'd like any Wild Welfare leaflets to give out at your event by emailing us at: [fundraising@wildwelfare.org](mailto:fundraising@wildwelfare.org)
- Contact local newspapers, radio stations and TV news stations to tell them about your fundraising.
- Ask for your event to feature in any free listing or 'What's On' sections of local papers or local council websites.
- Try and get a local photographer to take a photo of you in action – or take one yourself.
- Make sure you have permission from the people you are taking photos of, especially before you put them online!
- After your event, let local media know how much money you raised and send them pictures so they can write a follow up piece about your day!

Remember to thank everyone involved in organising the event and your sponsors, telling them what they've helped you to achieve and **how this will make a difference to improving the welfare of captive wild animals** around the world!



# PAYING IN FUNDS YOU'VE RAISED

## **How to Pay in your Funds**

There are a number of different ways to pay in your funds:

You can make a debit/credit card transaction on our website, send us a cheque, make a bank transfer directly into our account, or pay through your PayPal account if you have one.

## **Using your PayPal Account**

If you have a PayPal Account you can easily pay in your donation through The PayPal Giving Fund. The fund does not charge any donation fees so 100% of what you give will reach Wild Welfare.

A photograph of a giraffe's head and neck, viewed from the back. The giraffe has two ossicones (horns) and is looking upwards. A small bird is perched on the giraffe's neck. The background is a blurred green field.

**Whichever way you choose, please fill in either the Donation form or Bank Transfer form, which you can find at the end of this document. That way, you can let us know about Gift Aid on your donation and we know who the funds have come from so we can thank you for your support.**

# ONLINE FUNDRAISING

If you are taking on a challenge, a simple way of raising funds is through sponsorship from family and friends, something you can do easily by setting up an online fundraising page through the following ways:

- [JustGiving](#)

- [Virgin Money Giving](#)

- [Facebook](#)

Most online fundraising sites charge a small fee to process donations, with the exception of Facebook which is free, so if you are going to do your fundraising through social media this could be a good option.

Collecting sponsorship online is a quick and easy way to raise money for us.

- Your page is easy to set up and manage.
- It is simple for your friends and family to sponsor you, wherever they are in the world.
- Anyone who sponsors you can do it all online with their credit or debit card.
- You won't have to worry about handling any money.
- It is free to promote on social media and through emails.
- You can personalise your pages with pictures and updates about your event.

Simply set up your individual page (or if raising funds through Facebook select 'create a fundraiser' from your page), select Wild Welfare as the chosen charity and send the link to friends and family.

## **Remember Your Loved Ones with JustGiving**

You can also create an In memory fundraising page through JustGiving. In Memoriam donations are a meaningful way to pay tribute to the memory of friends, family members, loved ones or colleagues who have passed away. To create a fundraising page in memory of a loved one, visit [JustGiving](#) to set up your personal fundraising page, then click on our home page and select the Fundraise For Us tab.

# FUNDRAISING AT WORK

## **Matched Giving**

Why not check with your employer to see if they offer a matched giving scheme and match your fundraising total to double your donation.

## **Give As You Earn (GAYE)**

GAYE enables anyone who pays UK income tax to give regularly to charity, tax free. Supporting us through GAYE will cost you less than a direct debit – because your donation is taken before you pay tax. So each £1 you give costs you only 80p (and if you are a higher rate taxpayer, it costs you only 60p).

Speak to your HR team at work to set up a payroll gift to Wild Welfare. Your employer will need to operate a Payroll Giving scheme – if they don't, it is simple to set up and a great way for employees to give to charity.

**We couldn't do our work without the generosity of people like you giving your time and money to support us – every penny counts and it is greatly appreciated, thank you!**









# Donation Form

## I would like to help Wild Welfare with a donation

I would like to make a gift of £

I enclose a cheque/postal order made payable to Wild Welfare

Please debit my (please delete as appropriate)

Visa

Mastercard

CAF Charity Card

Maestro

Card number:

Green boxes Maestro only

Start Date

Expiry Date

Issue Number

Security Number

Card holder's name: \_\_\_\_\_

Card holder's signature: \_\_\_\_\_ Add a little bit of body text Date: \_\_\_/\_\_\_/\_\_\_\_\_

Please tick here if you wish to be thanked  Please tick here to receive our e-newsletter

If your donation is in memory of someone, please tell us their name and your relationship:

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

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Gift Aid** allows Wild Welfare to claim tax back from HMRC on all your donations. For every £1 you give, they'll add an extra 25p from your taxes at no extra cost to you! Please tick here if you would like us to claim Gift Aid on your donation  Today's date: \_\_\_/\_\_\_/\_\_\_\_\_

*giftaid it*

I am a UK tax payer and I would like Wild Welfare to treat all donations I make from the date provided as Gift Aid donations. I understand that I must have paid an amount of income tax and/or capital gains tax at least equal to the tax that all charities or Community Amateur Sports Clubs will reclaim on my donations for that tax year.

**Please return this form with your donation and send to:**

**Wild Welfare c/o RPD, Ground Floor, 1-7 Station Road, Crawley, West Sussex, RH10 1HT**