

Fundraise for 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? Organising a fundraising event or getting sponsored to do an activity are fantastic ways to raise money for Sussex Wildlife Trust. Whether you are running a relaxed coffee morning, a fun football tournament, a delicious cake sale, or taking part in a running or walking challenge, we can help make your activity be the best it can be.

In this pack you will find:

- Some information about Sussex Wildlife Trust
- Some fundraising tips and ideas
- Legal guidance
- Sponsorship form and details on how to create an on-line sponsorship page

About Us

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

Unfortunately, 60 per cent of our wildlife are in decline and 1 in 10 are heading for UK extinction.

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 outdoors, while benefiting your health and wellbeing, and supporting a great local cause.

Our work happens because of the support of our local community. Raising money for the Trust 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, keep you motivated, 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

Tell everyone about what you are doing: Email/write/phone/text all your friends, work colleagues, family and neighbours. Make sure you contact everyone; every donation big or small makes a real difference, and it all soon adds up.

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 are planning to do and we can send you leaflets, and collection boxes, all with the wonderful Sussex Wildlife Trust logo on. This will really highlight the work of the Trust 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 and your event. Don't forget to contact your local media too.

Be safe, be legal: 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) 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.
- 3) For advice on first aid support at your event, contact your local St John's Ambulance branch or the British Red Cross.
- 4) You may also need to check if you require local licences or permissions, particularly if you are organising a raffle, street collection or an event on public land. To find out more contact the local council office. You can also visit The Institute of Fundraising www.institute-of-fundraising.org.uk for further guidelines and advice.
- 5) 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 from your local council, and if you are giving it 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; 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. For more information please see the 'Sustainable Events Guide' at www.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf

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

You can also follow us on Facebook by liking the Sussex Wildlife Trust page, and we'll keep you updated with news and events www.facebook.com/sussexwildlife

Sponsorship

There are two main ways you can raise sponsorship money for us, either online or through the sponsor form in this pack.

1. Online

It's 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 in this pack to fill out your sponsors' details, and keep track of the funds raised. We are fully GDPR compliant and the details on the form will only be used by you the fundraiser to collect the donation, and for Gift Aid purposes if they have opted in to this.

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](https://www.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 Cash Donations

Ask us for a Sussex Wildlife Trust collection box to safely collect your donations. This must be kept sealed at all times. After your event(s) please let us know so we can arrange collection, or bring the sealed box to the Trust HQ.

Looking after the money

Any funds you raise belong to the Sussex Wildlife Trust.

- Collect and hold all money raised in a safe and secure place
- Keep all money raised separate from your own
- Return all completed sponsorship forms to the Sussex Wildlife Trust along with the monies you have 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 refund, that money must be paid to the Sussex Wildlife Trust.

How to pay in the money you have raised

Once you have completed your activity or event, first of all – congratulations and thank you for all your support! After you have celebrated, it is very easy to get your donations to us;

1. Online

- If you used the JustGiving website 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 have made your payment, along with your name and the amount donated.

2. Through the bank

You can pay in your money direct to our account;

Account Name: Sussex Wildlife Trust

Sort Code: 20-49-76

Account Number: 80084948

Make a BACs payment online using the details above, or you can pay in either cash or cheques at the bank. Please make sure you fill out the reference box so we know who the donation is from.

If you pay in your donation via 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 send a personal cheque made payable to Sussex Wildlife Trust, which can be posted directly to the office. Please send these to: Louise Collins, Corporate & Community Fundraising Officer, Sussex Wildlife Trust, Woods Mill, Henfield BN5 9SD. Ensure you include your name and fundraising activity you took part in.

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.

If you have any questions, or require any further information, please contact the Corporate & Community Fundraising Officer Louise Collins on LouiseCollins@sussexwt.org.uk or by phoning 01273 497522.

**Thank you for helping us to protect the wildlife and nature of Sussex for the next generation.
Because all our lives are better when they're a bit wild!**

Good luck with your fundraising

What your money could do to help the nature's recovery in Sussex

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 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 • 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 on one of our reserves
£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 • 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 fundraising idea?

Here are a few of our favourites...

Get competitive!

Bingo
Darts
Quiz night
Raffle
Auction
Board games

Showcase your skills

Arts and crafts sale
Cake sale
Car wash
Knitting challenge
Dinner/afternoon tea party
Open Garden
Flower demonstration

Go wild indoors

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

Have fun at work

Dress down day
Company match funding
Ten pence for every cup of tea
Swear box
Sweepstake
Wear wellies to work day
Cake sale

Try something new!

Abseiling
Assault course
Run a marathon
Parachute jump
Three Peaks Challenge

Go wild outdoors

BBQ
Sponsored beach clean or litter pick
Car boot sale
Cycle ride
Dawn chorus walk
Football match
Fun run
Garden party
Love wildlife party
Plant sale
Teddy bears' picnic

