

Fundraising for Us

*All you need to know about raising funds in aid of
Hampshire & Isle of Wight Wildlife Trust*



Thank you

Thank you for choosing to fundraise in aid of **Hampshire and Isle of Wight Wildlife Trust**.

Whatever you decide to do and however much money you decide to raise, your support is very much appreciated and will help us to protect and restore precious wildlife and wild places across Hampshire and the Isle of Wight.

In this pack you will find lots of information to help you with your fundraising including:

- Simple tips to help you plan your activity or event
- Things to consider to ensure your event runs safely and legally
- Tips on how to make your event environmentally friendly
- Ideas for how to promote your event
- How to collect and send the funds to us
- A sample sponsorship form
- A sample press release

Good luck and thank you!



Getting started



Decide what you will do to raise money

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- Choose something you enjoy – it can be anything from a cake sale to a sponsored triathlon!

Think through the details

- Who will you ask to help you to organise your activity? Who might like to take part? Who might sponsor you?
- When will you hold the activity or event? Check that your event doesn't clash with anything else and remember to give yourself plenty of time to organise it.
- Where will you hold your activity? Do you need to find or book a venue?
- Set a target – decide how much you want to raise and keep this in mind.
- If you choose to raise money for a specific aspect of the Trusts work, you will need to be very clear about this when collecting donations.

Spread the word

- See our tips on promoting your fundraising on page 6. There is also a sponsorship form and a template for a press release at the end of this pack.

Maximise your fundraising

- Keep careful track of funds coming in and out. Try not to spend too much on running your event or activity – as a guide, try not to spend more than £1 for every £4 raised.
- Don't be afraid to ask everyone you can think of for help and donations. Let them know why you are raising funds as well as how.
- Double your money – ask your employer if they have a charity matched-giving scheme. They could make a big difference to your total by matching some of the money you raise, especially if you're holding your event at work.

Making your event safe

- You are responsible for ensuring that your event is organised efficiently and safely. Hampshire & Isle of Wight Wildlife Trust cannot accept any responsibility for your event or for anyone who participates in it.
- All events require a **risk assessment** to ensure that you have proper plans in place for the safety of those participating. If you are joining a pre-organised event (like the Great South Run) this will most likely be arranged by the organisers. If you are organising the event you will need to make sure that this is done. The Health and Safety Executive provides further information on this at www.hse.gov.uk.
- Make sure children (under 18 years old) are properly supervised at all times and have permission to take part from a parent or guardian. Adults looking after children should have a current Disclosure Barring Service (DBS) check at a suitable level. See the Government's website at www.gov.uk/disclosure-barring-service for more information.
- Consider what **insurance** cover you need for your event. If you are planning an event involving the public then you will need to arrange public liability insurance. Check with your venue first to see if their insurance will cover your event or if you need to arrange your own.



Making your event safe, continued...

- Check whether you need any **special licences** e.g. a public entertainment licence or a licence to sell alcohol.
- Ensure that participants in your event are fully briefed about the event including any risks, fitness requirements, special equipment or clothing required and any standards of behaviour expected.

Are you expecting a lot of people?

- If so, it's a good idea to inform your local authority. If a large number of people will be driving to your event, you should notify the Police.
- St John's Ambulance and the Red Cross can both provide first aid for events at a small charge but remember you will need to book well in advance.



Think Green!

Here are some for making your fundraising as environmentally friendly as possible:

- Travel by public transport, walk or cycle and encourage others participating to do the same.
- Try to buy locally produced goods and materials.
- When printing, use recycled paper and print on both sides.
- Try and limit water usage.
- Think carefully before using items that can harm animals and the environment such as plastic bags, plastic cups and balloons. Are there alternatives that you could use instead?



Promoting your event

Once you have decided what to do, when and how, you can start publicising your event. This will help raise as many funds as possible as well as hopefully spurring you on during your preparation. If you choose to raise money for a specific aspect of the Trusts work, you will need to be very clear about this when talking about the event and collecting donations.

- **Word of mouth.** Even in this digital age, word of mouth is still a powerful tool and you will be amazed at how generous people can be when you are passionate about the cause you are fundraising for. Consider giving a brief talk about the Wildlife Trust and your event at your place of work, school or any classes you attend.
- **Posters.** People might not be in a position to donate or sign up to an event straight away so put up posters on local noticeboards, perhaps at your workplace, local community spaces and at the venue of your event. You might also want to see if there are any local websites that might be able to include your event details as well. If you would like to include our logo, please do get in touch.
- **Local newspapers and radio.** Contact your local media outlets and tell them what you are doing and why you are choosing to support us. A sample press release is included at the back of this pack—just add in your details and send to your local press.
- **Online fundraising tools.** Both Virgin Money Giving and JustGiving offer free and easy to use fundraising pages. You can set them up for almost any type of event and people can donate easily and securely straight to Hampshire & Isle of Wight Wildlife Trust by choosing us as your nominated charity. You can add photos and videos and then share these through social media to keep telling your story as the event gets nearer and nearer.
- **Email.** Consider temporarily changing your email signature to mention your event and link to any online fundraising pages you might have set up.
- **Social Media.** If you are active on Facebook or Twitter these are great way to spread the word and tell your story in the run up to your event. On Facebook you can set up an event page and invite people to attend. Ask your friends and family to retweet and share your posts to help the message spread even further.
- **Share with us.** Please tag us on Twitter [@HantsIWWildlife](https://twitter.com/HantsIWWildlife) or connect with us on Facebook at [Hampshire and Isle of Wight Wildlife Trust](https://www.facebook.com/HampshireandIsleofWightWildlifeTrust) - we would be delighted to see how you are getting on and to share your updates.



Collecting donations

Cash collections

- You will need a **licence** from your local authority if you want to collect funds **on the street or in any public place**. To collect funds on private property you will need the owner's permission.
- Always collect and count cash with another person and make arrangements for banking any cash securely.
- Keep the money donated securely and pay it into your bank as soon as you can.

On line donations and sponsorship

- Personal fundraising or sponsorship pages are easy to set up with sites like Virgin Money Giving or JustGiving and allow people who want to support you to add funds on line. This also makes it simple to keep track of your fundraising total.

Raffles

- You won't need to register your raffle with your local authority if it is just part of the event and not the main attraction. Tickets must be sold at your venue during the event and the draw must also be made on the night. As the raffle organiser you are not allowed to win any prizes or have any personal gain from the draw!

Gift Aid

- Please ask donors or sponsors to sign a gift aid declaration. This enables us to claim tax back from the Government and increases the overall benefit to Hampshire & Isle of Wight Wildlife Trust. Please contact us if you would like some **gift aid forms**.





Images:

Colour me happy run by Amy Dymond-Hobbs
 Cake Sale by Lianne De Mello
 Birdwatching by Natalie Light
 Bird Trail 2016 by Ian Julian
 Green woodpecker by Ron Pilbeam
 Brown hare by Tony Matthews

Getting the funds raised to us

You have planned and brilliantly executed a top notch fundraising event. Now you just need to ensure all the money donated safely reaches us here at the Hampshire and Isle of Wight Wildlife Trust.

However you send your funds to us please also include a note to let us know exactly what event the donations relate to as well as your contact details so that we can acknowledge receipt.

Cash Collections. Please do not send cash in the post but instead pay it into your own bank and then either send a cheque to: Fundraising Team, Hampshire & Isle of Wight Wildlife Trust, Beechcroft House, Vicarage Lane, Curdridge, Hampshire, SO32 2DP or you can make a donation through our secure online form at www.hiwwt.org.uk/donate, or call us on 01489 774412 and we can take card payments over the telephone.

Please ensure all donations reach us within 3 months of your event (individual cheque donations need to reach us within 6 months of being issued).

Online fundraising tools. Virgin Money Giving and JustGiving will both send any money donated directly to us.



***Thank you for fundraising in aid of
Hampshire & Isle of Wight Wildlife Trust***

If you have any questions, please contact the Fundraising Team on 01489 774412

or email Steph Watson - Steph.Watson@hiwwt.org.uk



How to write a press release

If you are organising an event in support of HIWWT or one of our projects why not shout about your good work in local press and media channels. It is a great way to promote both the project and your support for a local charity.

Please feel free to contact the Fundraising Team and let us know you intend to put out a press release. We would be delighted to give you a comment from the Wildlife Trust to include and we also like to keep an eye out for what gets published.

Date:

Title of Press Release

Cause: (eg. Secrets of the Solent Project)

Introduction:

One or two sentence overview of the article. (eg. Local Company staff members are holding a pub quiz event on Thursday 5th November to raise funds for local conservation charities new project to protect our sea life)

Details:

A couple of paragraphs detailing more about the event itself, why you are holding the event, who or what will benefit. You can include a quote from your company as to why you are supporting HIWWT. Please feel free to contact us for a quote about the impact your support will have.

Contact:

Stephanie Watson on steph.watson@hiwwt.org.uk or call 01489 774412.

Conclusion:

Summarise the event, include the date, time and location again and also how others can get involved, if appropriate.

Notes to editors:

Include your contact details. You can also include the following information about HIWWT.

About Hampshire & Isle of Wight Wildlife Trust

Hampshire & Isle of Wight Wildlife Trust is the only conservation charity committed to improving conditions for all wildlife in the two counties. We manage 50 wildlife reserves as part of our vision to create a better future for wildlife and wild places on land and in our seas.

Sponsorship and Gift Aid Declaration Form



Please Sponsor Me.....

To (event).....

If I have ticked the box headed 'Gift Aid?' ¹, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above 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.

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Full Name (first name and surname)	Home Address (not work address, this is essential for gift aid)	Postcode	Amount £	Date Paid	Gift Aid ✓
		Total donations received	£		
		Total gift aid donations	£		
Remember: Full name + Home address + Postcode =		Date donations given to charity			