



**Surrey**  
Wildlife Trust

# Wild Fundraising Guide

**ALL YOU NEED TO KNOW  
TO RAISE MONEY FOR  
SURREY WILDLIFE TRUST**



# Thank you



## YOU'RE MAKING A DIFFERENCE FOR SURREY'S NATURE!

**Our mission is to protect and connect wildlife and wild places across Surrey**

We work hard to achieve our aims, but it's supporters like you who make our work possible. We're ready to take action for nature using the funds you raise!

**This pack provides everything you need to get your fundraising started, including:**

- Fundraising ideas to inspire you
- Tips for planning a successful event
- Health & Safety guidance



## HOW YOUR DONATIONS HELP

**£5**

can provide a pond dipping kit for an educational event

**£25**

can fund a sweep net to help us survey meadow species

**£100**

can fund the plants for five metres of hedgerow

**£400**

pays for the management of one hectare of chalk grassland for a year



“  
Getting together to raise money for wildlife made us feel we were making a real difference

## GOOD LUCK, AND THANK YOU FOR YOUR SUPPORT!

If you have any questions, feel free to email us at [fundraising@surreywt.org.uk](mailto:fundraising@surreywt.org.uk) or call 01483 795445



# Getting started

## 1 Plan your fundraiser

- What kind of activity or event you'd like to do
- When it will take place (e.g over a weekend)
- Where it will be held
- Who you'll invite or ask to sponsor you
- Weather considerations for outdoor events
- Set a goal - a target will inspire people to donate!

## 2 Promote your event

- Put up posters in local venues
- Invite friends, family, and colleagues
- Create an online fundraising page and share it on social media
- Tell us about your plans
- Share your pictures with us and tag @surreywt on Facebook, Instagram, or LinkedIn



## 3 Collect donations

If you're using an online fundraising platform like **JustGiving**, your donations come directly to us!

If you've **collected funds yourself**, you can send them to us in one of the following ways:

- **Online** – make a card payment at [surreywildlifetrust.org.uk/donate](http://surreywildlifetrust.org.uk/donate)
- **By cheque** – payable to Surrey Wildlife Trust and post to: Surrey Wildlife Trust, School Lane, Pirbright, Surrey, GU24 0JN
- **By bank transfer** – Sort Code: 40-16-60, Account No: 70563552, Ref: Community Fund



## FUNDRAISING INSPIRATION

### Community events

- Quiz night
- Raffle
- Bingo
- Arts & crafts fair
- Coffee morning

### Wild challenges

- Sponsored walk
- Cycle ride
- Fun run
- Abseiling
- Marathon

### Workplace fun

- Dress-down day
- Book swap
- Bake sale
- Match funding

### Creative fundraisers:

- Cake sales
- Book sales
- Face painting
- Open garden



## DON'T FORGET

Email [fundraising@surreywt.org.uk](mailto:fundraising@surreywt.org.uk) to let us know what you're doing!

# Stay safe & legal

## Responsibility

It's really important that all safety aspects are thought about beforehand, as Surrey Wildlife Trust cannot accept any liability for any accidents or incidents that occur as a result of your fundraising event. If you're using a venue, check whether they have insurance.

## Safety

Always do a risk assessment for the location of your event to make sure you have identified any hazards and have a plan in place for emergencies. Visit [sja.org.uk](http://sja.org.uk) or [institute-offundraising.org.uk](http://institute-offundraising.org.uk) for more information.

## Public Events

Please check [hse.gov.uk](http://hse.gov.uk) for information about holding your event in a public place, and remember to obtain a licence from your local authority if you are collecting money in a public location.

## Food And Drink

Everyone involved in preparing and serving food needs a basic understanding of food hygiene, and if you're selling alcohol you need a licence from your local authority. If you're providing refreshments make sure you alert people to any allergens. [food.gov.uk](http://food.gov.uk) is a comprehensive website for food safety laws in the UK.

## Raffles

If you're organising a raffle, remember that you can't sell tickets to anyone under 16. If you want to run a public raffle, you'll need to apply to your local authority for a licence, but you don't need one for a private raffle as long as tickets are only sold to staff at a workplace or members at a club.

Find more help online at  
[surreywildlifetrust.org/fundraise](http://surreywildlifetrust.org/fundraise)



## CHECKLIST FOR SUCCESS

- A great idea planned in advance
- Posters & sponsor forms ready
- Safety & legal checks completed
- Let us know what you're doing
- Spread the word on social media




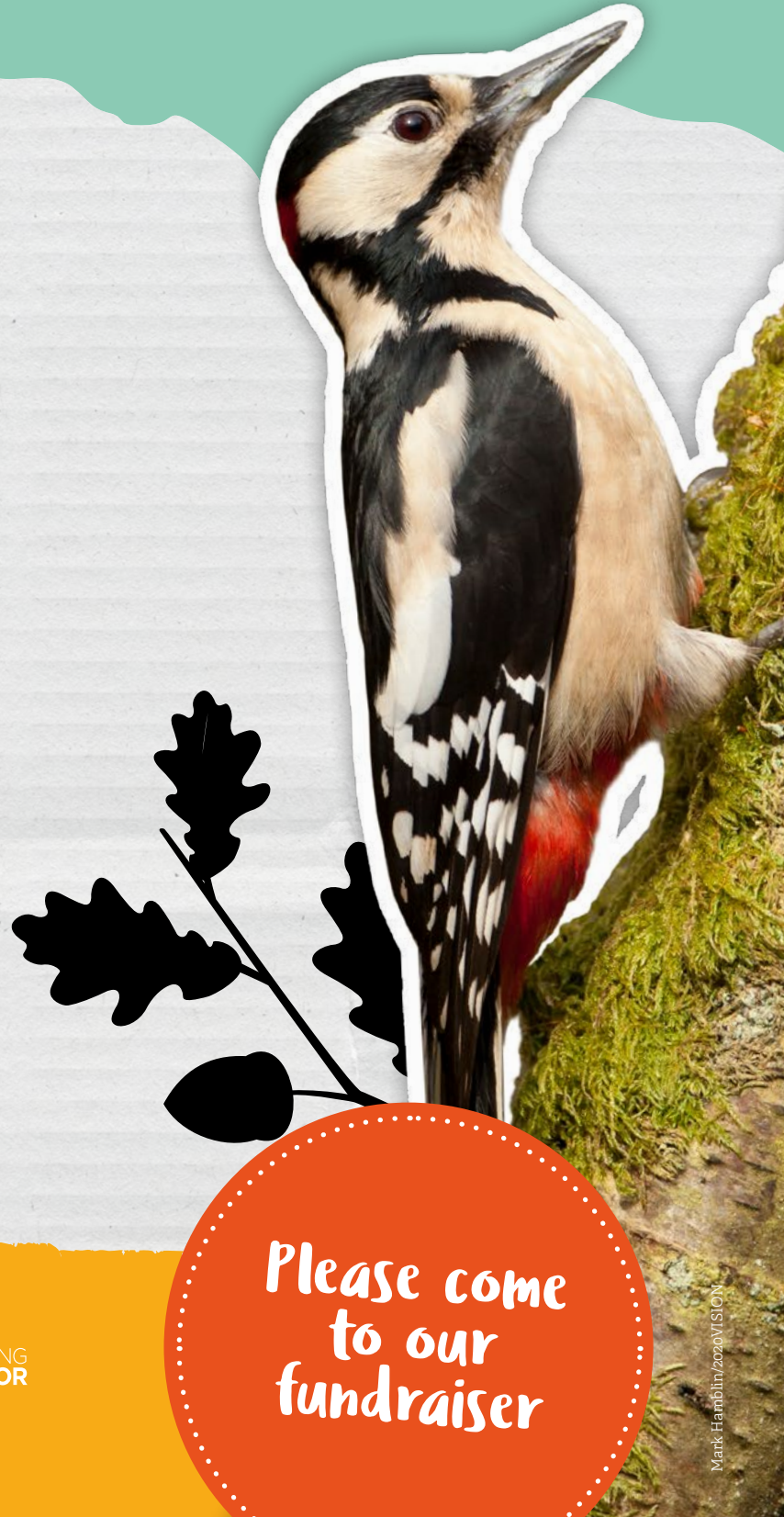
“  
A local café hosted a wildlife fundraiser... We had a great time and raised almost £1,000!



# We're raising funds for Surrey Wildlife Trust



 DONATE



**Surrey**  
Wildlife Trust



Registered with  
FUNDRAISING  
REGULATOR

Registered Charity no. 208123, registered in England no. 00645176

Please come to our fundraiser