

FOR PEOPLE, FOR WILDLIFE. FUNDRAISING GUIDE

**£1 = £2
EVERY
DONATION
DOUBLED
BY THE UK GOV**

SAVING WILDLIFE STARTS WITH YOU

So you want to support people to set up sustainable livelihoods while protecting wildlife in Nepal and Kenya at the same time?

Are you ready to give communities a helping hand to build bright, secure futures and save rhinos, tigers and elephants while you're at it?

Then you've come to the right place!

Get ready to put your skills, hobbies and personal challenges to work and fundraise your cycling,

climbing, skydiving,
cake baking soggy bottoms off for our
For People, For Wildlife appeal.

And with every single pound donated before 31 December matched by the UK government (up to £2m), your hard work will go **twice as far** in transforming the futures of people and wildlife around the world.

What are you waiting for?
Let's get this party started!



HOW WILL YOUR MONEY HELP?



**WE NEED
YOUR
SUPPORT**



On the edges of national parks in Kenya and Nepal, poverty pushes people to enter the forest for resources, risking their lives and destroying important wildlife habitats.

With your help we're supporting people, like Manju, to set up sustainable ways to make a living, empowering them to feed their families, build independent futures, and preserve and protect the wildlife they live alongside.

IT'S A MATCH!

Every single pound raised, up to £2m, before 31 December will be matched by the UK government, doubling the difference you can make to people and endangered animals.

Donations will help tackle a range of threats to wildlife through science, education and conservation. Match funding from the UK government will help communities build sustainable livelihoods, and protect their wildlife.



£10

becomes £20, becoming workshops for 50 people to learn more about how to protect their local wildlife.



£20

becomes £40, becoming a newly trained nature guide, starting their own sustainable, wildlife-friendly livelihood.



£50

becomes £100, becoming a family starting their own sustainable livelihood, no longer reliant on the resources of the forest.



£100

becomes £200, becoming a predator-proof cow fence, protecting livestock, helping people live peacefully alongside tigers.

GET INTO THE SWING OF THINGS

We're sure you can't wait to get started, and here you'll find everything you need to get your fundraising off to a fantastic start.



STAND OUT FROM THE CROWD

First things first – set up your fundraising page on [JustGiving](#). There are loads of people fundraising online, so you'll want to make sure your page is as unique as you are. Include a photograph, share your story, and tell people from the heart why you've chosen to work for wildlife.

To help you out we've created some fundraising templates to help you along the way, available on the community fundraising webpage.

ROAR LOUD AND PROUD

BE A SOCIAL ANIMAL

Once you're happy with your JustGiving page, it's time to start getting the word out. Facebook, Twitter and Instagram are all great ways to let everyone know what you're fundraising for. Share your page with friends, family and colleagues on social media, and don't forget to tag your posts with #ForPeopleForWildlife so we can see how you're getting on!

GET YOUR EMPLOYER ON BOARD

Depending on the size of your organisation, you might be able to reach your fundraising target by organising activities at work. Email your fundraising page to colleagues, put up posters, and check out some of the ideas later on this guide to boost your total.

Lots of companies also operate matched giving schemes that can double the amount of money you raise. If they can't match donations they may still help out in other ways – get in touch with them to find out what they can offer.

CONTACT YOUR LOCAL PRESS

If you really want to get your fundraising noticed by lots of people, your best option is to speak to your local media. We've created a template press release to help you get your message even further, so why not email the news desks of your local newspaper or radio and TV stations?

BRING YOUR FUNDRAISING TO LIFE

We have lots of fantastic resources on our website to really give your fundraising a boost. You can download posters, flyers, invites and other materials from forpeopleforwildlife.zsl.org

TOP TIP

People tend to match previous donations, so ask your most generous supporters first.

GIFT AID IT

The Government allows charities to claim back tax on donations from UK tax payers. Please encourage family and friends to tick the Gift Aid box on the sponsorship form and remember to send in the sponsorship forms after the event.

LET'S PUT OUR HEADS TOGETHER

If you're planning to organise your own fundraising event, why not drop us an email and let us know? Not only do we love chatting to our fundraisers, but we can give you all sorts of support and advice. Just email fundraising@zsl.org and we'll help get you on your way.



A-Z OF FUNDRAISING

A

Animal Dress Up Day

B

Bake Sale

C

Cocktail Night

D

Dinner Party

E

Ebay Auction

F

Face Painting

G

Give Something Up

H

Head Shave

I

International Day Celebration

J

Jewellery Sale

K

Karaoke Night

L

Ladies Night

M

Marathons

N

New Years Resolution

O

Office Olympics

P

Poker Night

Q

Quiz Night

R

Recycle Challenge

S

Sweepstake

T

Tea Party

U

University Challenge

V

Valentine's Day

W

Wax a body part

X

Xmas Craft Fayre

Y

Yolo Challenge

Z

Zumba Challenge



WHAT TO DO WITH YOUR RAISED FUNDS

BY POST

Complete our sponsorship form and return to:

For People. For Wildlife
UK Aid Match Appeal
Fundraising Department
ZSL
Regent's Park
London
NW1 4RY

Please don't post cash! Please bank your cash and send us a cheque made payable to the 'Zoological Society of London' and send to the address above, along with your sponsorship form.

DROP IT INTO US

If you're local, pop into ZSL London Zoo's Main Office and we can give you a receipt there and then!





THE LEGAL BIT

As a charity, we're governed by lots of rules and regulations. Below you'll find some basic guidelines to bear in mind when you're fundraising. If you have any queries, please contact ZSL's Fundraising team at

fundraising@zsl.org

You could also visit

www.charity-commission.gov.uk or
www.institute-of-fundraising.org.uk

IN AID OF FOR PEOPLE, FOR WILDLIFE APPEAL

Thank you for raising funds for ZSL. Recently published guidelines mean that we need to ensure that our supporters understand that they are raising funds in aid of ZSL, but don't represent ZSL. Please do not talk about ZSL policies or stance on specific issues (for example in press releases, in publicity or other materials for your event). Any enquiries should be referred to ZSL's Community Events team.

ZSL LOGO

Please contact the fundraising team if you wish to use the ZSL logo. Our team can send you the correct logo. Please do not use the ZSL logo on any materials you create yourself without approval from ZSL.

INSURANCE

Please remember that you are responsible for the activity and for making sure that it is run safely and legally. ZSL cannot accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity. If you are planning an event that involves the general public in any way you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a place which has liability insurance (such as a school or community centre etc), you should check with them what cover, if any, is available under their insurance and whether or not you need to arrange extra cover.

COLLECTING MONEY

If you want to collect donations at your event, please be aware that public collections do need specific permission and licences, depending on the venue. We don't advise that you ever collect money door-to-door or as part of a street collection, as it's illegal to do so without a licence. For your own protection, if at all possible, make sure that you count collected monies with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to the 'Zoological Society of London' rather than to you personally. Make sure any coins and notes donated are kept in a secure place and are banked as soon as possible, then write a cheque to the Zoological Society of London for this amount to avoid sending cash in the post. Any expenses to be received from your event should only be deducted with the prior agreement of ZSL. Ensure all funds that you have raised are returned to ZSL within 30 days of your event.

PRIVATE LOTTERIES

If you hold a raffle at your workplace or club, there's no need to obtain a licence. This is the type of lottery we recommend, since it is easy to run and isn't legally complex. Just make sure that the raffle is only offered on the premises. You must make it clear who is running the raffle.

PUBLIC LOTTERIES

If you hold a larger raffle that is open to members of the public, it must be registered with the local council. Due to the legal issues and extra complexity, we suggest that you avoid organising this type of raffle. Please note that ZSL cannot supply prizes for lotteries and raffles.

SMALL LOTTERIES

If you hold a raffle as part of an event, but not the main focus of your event, you can also run it without a licence. With this type of lottery, there can't be any cash prizes and both the ticket sales and the announcement of the results must take place during the event. No more than £250 can be spent on buying prizes, but no limits apply to the value of donated goods.

GIFT AID

By ticking the box headed Gift Aid; your sponsor(s) are confirming that they are a UK Income or Capital Gains taxpayer. They have read this statement and want ZSL to reclaim tax on the donation detailed, on the date shown. They understand that they must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities they donate to, will reclaim on their gifts for that tax year. They understand that other taxes such as VAT and Council Tax do not qualify. They understand the charity will reclaim 25p of tax on every £1 that I have given.

FOOD

If you want to offer or sell food to the public, you should check with the environmental health department of your local council to see which food safety laws apply.

TAKE CARE

ZSL cannot accept responsibility for accidents, so please follow these simple principles to make sure that everyone's safe while they are raising money. Contact the British Red Cross or St John's Ambulance if you feel that first aiders are necessary. Always ensure that children are safe and that you do not allow them to ask for or collect money without an adult. Nobody should carry out fundraising in an unsafe environment, so assess any risks involved and make sure that those risks are eliminated or minimised, both for yourself and your helpers and for participants. If you are going to carry money around, take care with your personal security. Always use a safe route, take someone else with you and carry a personal alarm. If you hire anybody to help organise your event, or use facilities provided by a third party, make sure that they have suitable experience and their own insurance. Finally, remember that your activity if carried out within the work-place must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since.

See www.hse.gov.uk

ZSL
LET'S WORK
FOR WILDLIFE

Matching your
donations with

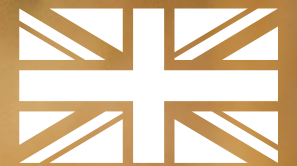
UKaid

THANK YOU FOR YOUR SUPPORT



ZSL is a registered charity in England and Wales no: 208728

 Registered with
**FUNDRAISING
REGULATOR**



I'M HELPING SAVE TIGERS!

**£1 = £2
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BY THE UK GOV**

DONATE NOW FOR PEOPLE, FOR WILDLIFE.

Visit zsl.org/ForPeopleForWildlife

Text ZSL to 70700 to donate £5

ZSL | LET'S WORK
FOR WILDLIFE

Matching your
donations with



ukaid



I'M RALLYING FOR RHINOS!

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