



FUNDRAISING GUIDE

TIME TO EARN YOUR STRIPES

So you want to raise money to support ZSL, but you're not sure where to start? Whether you're taking part in an event, or are organising your own we all need a little help sometimes – that's why we've put together this guide.

In it you'll find out how to get your fundraising off to a flying start, get some quick ideas to give your total a boost, and learn about the some of the inspiring projects you're helping fund.



**WHAT ARE YOU
WAITING FOR?**

**LET'S WORK
FOR WILDLIFE!**

LET'S FUNDRAISE FOR WILDLIFE



Over 52% of the world's wildlife has disappeared in the last 40 years. That's a terrifying statistic. If this decline continues, it's no exaggeration to say that the majority of our planet's most iconic creatures could disappear completely within our lifetimes.

This statistic paints a sad picture – but the future is not written just yet.

As an international wildlife conservation charity, we work in over 50 countries around the world to protect wildlife and their habitats – and with your support we can do even more.

**WE NEED
YOUR
SUPPORT**

ABOUT US

The Zoological Society of London (ZSL) is an international scientific, conservation and educational charity dedicated to promoting and achieving the conservation of animals and their habitats. Through our groundbreaking science, our active conservation projects in more than 50 countries and our two Zoos, ZSL London Zoo and ZSL Whipsnade Zoo we are striving to protect species all over the world.

We're developing new technologies to stop poachers in Africa and Asia, using motion sensed cameras which alert our teams to their movements, and preserving endangered populations in India by working closely with local communities, and have even discovered a new species of primate in southern China. By working with governments we're able to influence policies that affect the environment and encourage sustainability. We host international workshops, convening experts to address challenging issues, and work with the private sector worldwide in order to improve engagement with our

precious environment. Through our EDGE programme we support young conservationists in developing countries with their pursuits, to encourage and enable more people to protect the world around us.

Our belief is that a diverse and healthy natural world is essential for all species on the planet, including ourselves. By actively working for wildlife, through our efforts in the field and in our Zoos, we hope to motivate others to take conservation action in their daily lives.

Thank you for joining us and supporting a future with wildlife.



WE WORK IN OVER 50 COUNTRIES WORLDWIDE



Mountain Chicken Frogs

(Montserrat and Dominica)

The population of mountain chicken frogs has decreased by 90% in the last ten years due to disease and are now critically endangered. On the islands of Montserrat and Dominica our teams are working to breed these frogs in captivity, with hopes to later release them back into the wild.

Marine Mammals

(UK)

London's River Thames is home to seahorses, seals and porpoises – with the odd dolphin or whale visiting occasionally. We are investigating how they use the estuary. If you spot one, let us know!

Net-Works™

(Philippines)

Net-Works™ is an innovative cross-sector initiative between ZSL and leading carpet tile manufacturer Interface, designed to tackle the growing environmental problem of discarded fishing nets in some of the world's poorest coastal communities. Local communities earn from collecting discarded nets by selling them into a sustainable global supply chain for recycling into carpet tiles.

Tigers

(Sumatra, Indonesia)

The Sumatran tiger's habitat is being destroyed at an alarming rate. We are working to protect their forests, prevent poachers and engage local communities. Succeeding? Even former loggers have joined the project.

OUR WORK IN NEPAL

ZSL has a long conservation history in Nepal, with a focus on the endangered greater one-horned rhino and Bengal tiger which are threatened by the effects of a growing human population and poaching. We are currently working in four primary areas; Chitwan National Park, Bardia National Park, Suklaphanta Wildlife Reserve and Parsa Wildlife Reserve. We have set up an anti-poaching taskforce and work with local communities to get them involved in protecting their large mammals, and we monitor these animals to constantly improve our understanding and methods of protection.

WHY WE ARE THERE

Growing human wildlife conflict, ever increasing pressure from local communities for natural resources and agricultural land, lack of capacity and education has had a serious impact on the population of tigers, rhinos and other endangered species in the region. A burgeoning human population and accompanying habitat loss, has led to escalating human-wildlife conflict in the region. Poaching for the lucrative market for rhino, elephant and tiger body parts is also a major threat. There is an urgent need to find out more about these threats and to expand the projects working to mitigate them.

PROTECTING THE GREATER ONE HORNED RHINO

ZSL's main project in Nepal is currently the conservation of the greater one-horned rhino, which are restricted to small protected areas in north-eastern India and Nepal. The work of conservation organisations such as ZSL has led to an increase in the number of rhinos in Chitwan National Park, from just 100 in the late 1960's to over 645 in 2015. This has allowed us to move some of the animals to other national parks in order to build up new populations, namely Bardia National Park and Suklaphanta Wildlife Reserve.

CHITWAN NATIONAL PARK ANTI-POACHING

Illegal poaching of large mammals for body parts to sell on the international market is a serious threat to these magnificent species, despite the bans on trade of these items under CITES. The intensive poaching-monitoring project, carried out by ZSL, the National Trust for Nature Conservation (NTNC) and the Department of National Parks and Wildlife Conservation (DNPWC) has been extremely effective in halting the poaching of rhinos. Using this project as a model, ZSL is now assisting NTNC and DNPWC with strengthening anti-poaching measures with the creation of an Anti-Poaching Task Force to guard the rhino and tiger in Chitwan's National Park. No rhinos have been poached in Nepal since May 2014.

VULTURES

As well as the large mammals, ZSL is working to reduce the damaging effects of agricultural drugs on the vulture populations in Nepal.

TIGERS IN PARSA WILDLIFE RESERVE

The 'Chitwan-Parsa tiger complex' (made up of Chitwan National Park and Parsa Wildlife Reserve) contains nearly 2000 km² of contiguous tiger habitat and is one of the highest priority landscapes for conservation in Nepal. It is home to nearly 500 rhinos and 135 breeding tigers. ZSL is working to monitor these animals to better understand how to protect them from threats through community projects and to build conservation knowledge.

COMMUNITY BASED EDUCATION

ZSL and Nepalese partner National Trust for Nature Conservation (NTNC) has been pioneering the use of innovative methods to reach out to local communities and spread the conservation message in Nepal. We're also working in Bardia National Park, involving communities in addressing the immediate threats to wildlife by mitigating human wildlife conflict and improving the well-being of the local communities.

HOW YOU CAN HELP

Read more about our conservation work in Nepal and around the world and see how you can support our work at zsl.org



WHERE WE'LL PUT YOUR MONEY TO WORK



£50

Raise £50 and we could pay for our local field staff to carry out gorilla conservation projects for a week.



£100

Raise £100 and we could tag a turtle to understand their movements and define borders for a new Marine Protected Area.



£200

Raise £200 and we could pay for a motion sensor camera to monitor and protect tigers from poachers.



£500

Raise £500 and we could pay for a park ranger's exceptional anti-poaching efforts for a year.



£1000

Raise £1000 and we could power Instant Detect, a real-time surveillance system used by rangers to protect animals in remote areas for a year.

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 #withwildlife 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 zsl.org/community-fundraising

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 fundraisingevents@zsl.org or drop us a line on (020) 7 449 6537 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:

Community Events Team
Development 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 Community Events team at fundraisingevents@zsl.org

You could also visit

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

IN AID OF ZSL

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 Community Events 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 is 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

THANK YOU FOR YOUR SUPPORT



Animals and their habitats face increasing threats across the world. Donate to ZSL to help build a future where animals are valued and their conservation assured. ZSL is a registered charity in England and Wales no: 208728

