



Your guide to fundraising for
SHELDRIK WILDLIFE TRUST



SAVING WILD LIVES TODAY · SECURING HABITATS FOR THE FUTURE

Welcome to our Team

Thank you for choosing to fundraise for the Sheldrick Wildlife Trust (SWT).



Our Projects

The SWT works to protect Kenya's wildlife and habitats to ensure a sustainable future for all wildlife and communities. Our lifesaving projects include:

- > Orphans' Project
- > Anti-Poaching operations
- > Aerial Surveillance
- > Community Outreach
- > Canine Unit
- > Mobile Veterinary support
- > Saving Habitats
- > Water for Wildlife

In this pack, we've included ideas to get your fundraising started, a guide on how to set up your fundraising page, a checklist on how to plan your event and how to gain publicity.

With your help, we can save more wild lives today and secure habitats for the future!

Nyambeni's story

Nyambeni's cries for help caught the attention of a farmer, who found the lone calf trapped in a ditch. Aged only three months old at the time, she was young to survive by herself. So the SWT mounted a rescue to bring her to safety, fast.

Nyambeni endured a torrid first few months as she cut her molars - an incredibly difficult time for orphaned calves whose immune systems are often comprised too. But with the help of her experienced and loving Keepers, and aided by extra-nutritious supplemental food and milk, she slowly recovered. Now Nyambeni has a bright future ahead of her, and will one day return back to the wild where she belongs.



Every penny counts

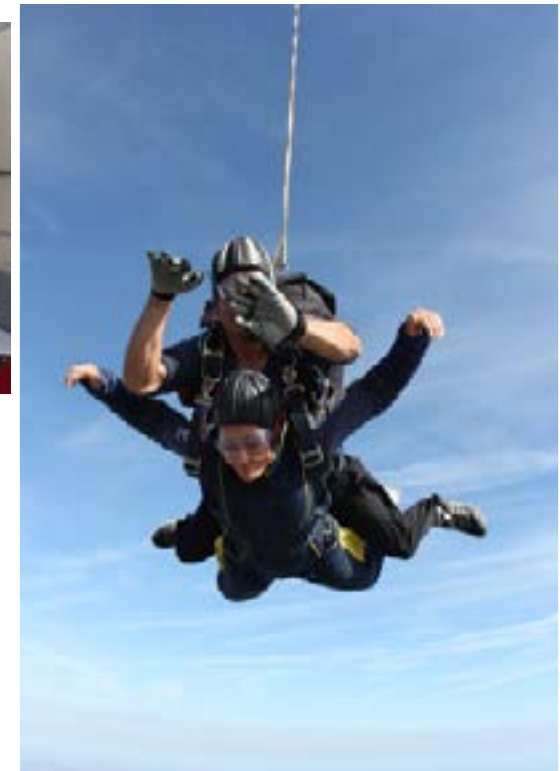
Here's what some of our fundraisers have done for Kenya's wildlife....

£15 can ensure the younger elephant orphans stay warm with a blanket.

£55 can fund an SWT/KWS De-Snaring Team for one day to keep threatened wild animals safe.

£200 can fund a SWT/KWS Mobile Veterinary Unit for two days.

£800 can fund the care of an orphan elephant for an entire month.



"I had a brilliant day and knowing I was raising money for the SWT made it all the Better!"

Royal Parks Marathon runner

TOP TIP

Have any questions or queries about your fundraising activity?

Contact us at:
infouk@sheldrickwildlifetrust.org

Getting started: How will you help us save wild lives

Need some inspiration? Here's some ideas to get you started

Fundraise with friends

- Host a tea party or coffee morning

Games console contest

Clothes swapping party

Poker night

Board games evening

Quiz night

Comedy night

Stall at a community fair

Stage a theatrical performance

Auction of promises

Tombola

Film evening
- Garden party

Supermarket bag packing

Shopping centre collections

Collections at local football matches

Karaoke

Barbeque

Book swap

Wine and cheese evening

Pub games night

Knit an elephant or a tea cosy

Bingo



Get active

- Military fitness challenge

Fun Run

Yogathon

Golf day

Five-a-side football

Mini world cup

Dog walking

Run a marathon
- Swim-a-thon

Parachute jump

Rock-climbing

Orienteer challenge

Line dancing

Dance-off

Sponsored bike ride

Darts match

Tug-of-war

Three legged race



Fundraise at school

- Sponsored silence

Non uniform day

Talent show

Cake sale

Guess the weight of...

Elephant face painting

Drawing competition

Story telling marathon

Name the elephant

Home collection box/ele-box

Fill a jar with sweets and charge people to guess how many are in the jar

Hold a stall at your school fair

Hold a spelling competition



Fundraise at work

- Bake-off competition

Fancy dress day

Crazy tie day

Mini-golf

Croquet

Organise your own sweepstake

Add your Virgin Money Giving or JustGiving link to your signature footer

Challenge management to a competition

Be sponsored to give something up for the day

Make your own lunch every day and donate the money you would have spent



What we can provide

We can provide the following fundraising and publicity materials:

- Sponsorship forms
- Stickers
- Downloadable posters
- Leaflets

Contact our Fundraising Team on 01372 378 321 to request yours.



Take on a physical challenge

Running and cycling events are fantastic ways to raise vital funds for wildlife.

There are lots of physical challenge events to choose from, sponsored runs obstacle races, cycling sportives to mud runs, but knowing that you are pushing yourself to save wild lives will spur you on to reach your fundraising target.

Every mile you run, cycle or even crawl through, and every penny you raise will go towards protecting Kenya's precious wildlife and, crucially, will help us to be there for any elephant or rhino that tragically becomes orphaned or injured.

Online fundraising pages are the best and easiest way to start raising funds and awareness, as well as gathering support for your big challenge - find out how to set up your online page by turning to page 7 of this booklet.

Through your fundraising, every single person who sponsors you will learn more about our life-saving conservation work and, on race day, you'll be seen by hundreds of people wearing our logo!

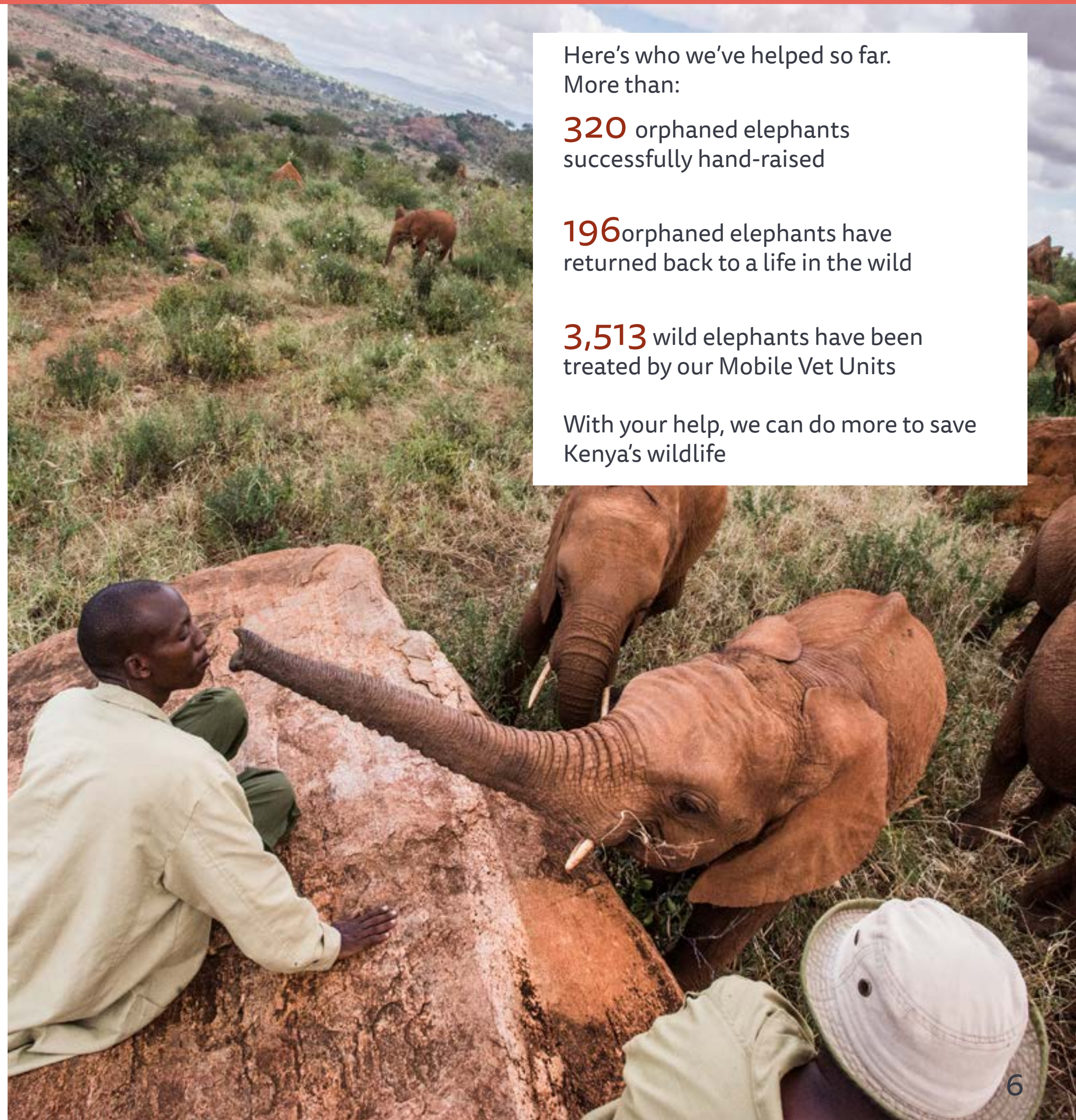
To help keep you motivated when the going gets tough, we can provide you with:

- Tips on making your online fundraising page stand out
- Training guide to help you prepare physically for your challenge
- SWT running vest (or even elephant suit!) so that you stand out from the crowd
- Regular encouragement and fundraising tips from the SWT UK team

Fundraising challenges offer a massive sense of achievement so, if you want to 'do it for elephants' and feel like a wildlife hero, contact our Fundraising Team about taking on a physical challenge.

TOP TIP

Challenge fundraisers who create an online fundraising page and have a fundraising target raise up to 6% more!



Here's who we've helped so far.
More than:

320 orphaned elephants
successfully hand-raised

196 orphaned elephants have
returned back to a life in the wild

3,513 wild elephants have been
treated by our Mobile Vet Units

With your help, we can do more to save
Kenya's wildlife

Make a plan

Planning is key to a successful and FUN fundraising activity. Here are our top tips.

Save the date

Make sure you've got enough time to plan and your event isn't going to coincide with any others in your local area.

Find a venue

If you need to book a venue, check availability, capacity, facilities and things like parking and access. You might be able to book a school, community hall, church or public park for free or at a discount, if you mention that your event is for charity.

Share the load

Events often take more time to organise than you think. Recruit friends, family and volunteers to help you plan and on the day.

Create an online fundraising and sponsorship page

Online fundraising is a simple and easy way to ask for sponsorship money and we recommend using Virgin Money Giving or JustGiving to create yours. You can reach out to more people by sharing the web address of your sponsorship page via email, Facebook and Twitter.

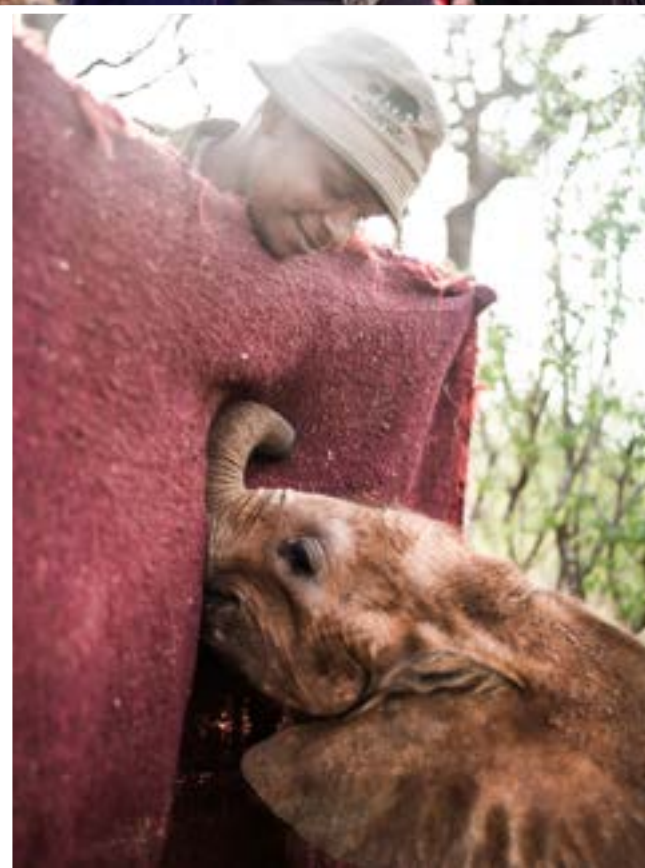
Remember, you can still collect fundraising money by using our sponsorship form to hand out to friends and family. If possible, encourage people to Gift Aid their donation. This means we will receive an extra 25p on every £1 they donate - at no extra cost to anyone! Importantly, givers must be UK tax payers in order for us to claim Gift Aid.

Spread the word

Tell everyone! Use social media to share the link to your fundraising page, or publicise your event, to generate interest and remind people right up until the end of your fundraising event that they can support you.

TOP TIP

As soon as you've decided on what you are planning, let us know. It's a requirement that we know of all public events being held in the SWT's name.



The big day

Make sure you have enough helpers for your event to run smoothly and:

- Check safety and security plans are working well
- Let people know who and what they are raising money for
- Take lots of pictures that you can share with friends (and us) afterwards
- Watch all your hard work come together and enjoy yourself!

Post event follow-up

Thank everyone who has donated, as well as your volunteers and sponsors. Write a letter or email and let them know what you were able to achieve with their help, what this will mean directly to Kenya's wildlife and how it will help support our other conservation projects.

Paying in your money

Once you have collected together the money you have raised, please send us a cheque made out to The David Sheldrick Wildlife Trust, to: Sheldrick Wildlife Trust, 1 Oak Place, Rosier Business Park, Coneyhurst Road, Billingshurst, RH14 9DE. Or, you can send us the money via bank transfer; just contact us to find out the details. Importantly, both methods ensure that none of your hard earned money is subjected to any fees.

If you set up a Virgin Money Giving or JustGiving page, they'll send us the funds direct.

Your Event Checklist

Save the date

- Do you have enough time to organise everything?
- Does it clash with any other local events?

Venue

- Does it have the equipment or facilities you need? E.g accessibility to parking, transport, toilets on site, disabled access
- Do you need a licence for your venue?
- Is it within budget?

Share the load

- Who can help you?
- Do you need an extra pair of hands to help out on the day or a planning committee?

Create a Fundraising Page

- Have you decided how much you would like to raise?
- Is it personalised with pictures and video and does it explain why you're fundraising?

Spread the word

- Do you know who you are trying to attract to support the event?
- Do you need leaflets or posters to promote your event? You can request them from infouk@sheldrickwildlifetrust.org
- Can you create a social media group or event, or post a status or tweet about your event?

Post event follow-up

- Have you thanked everyone who helped or donated prizes?
- Have you shared photos from the day with friends and on social media?

Any questions? Contact our Fundraising Team on 01372 378 321 or infouk@sheldrickwildlifetrust.org

How to publicise your event

If you are fundraising or taking part in a sponsored event, getting publicity will help attract the crowds and raise money.

Newspapers and Radio Stations

Contact the news desk of your local or national newspaper or radio station and explain what you are doing and ask for the name of a journalist who handles these stories so that you can send them a press release. Use our sample to help you write your press release and, if you have invited your local Member of Parliament or a local celebrity, make sure you mention this as it is one way to create interest in your event.

If a reporter or photographer decides to attend your event, you'll need to make sure that someone is prepared to talk to them to offer them a quote. If you send your press release after your event, include pictures of your event, the total that was raised and a quote.

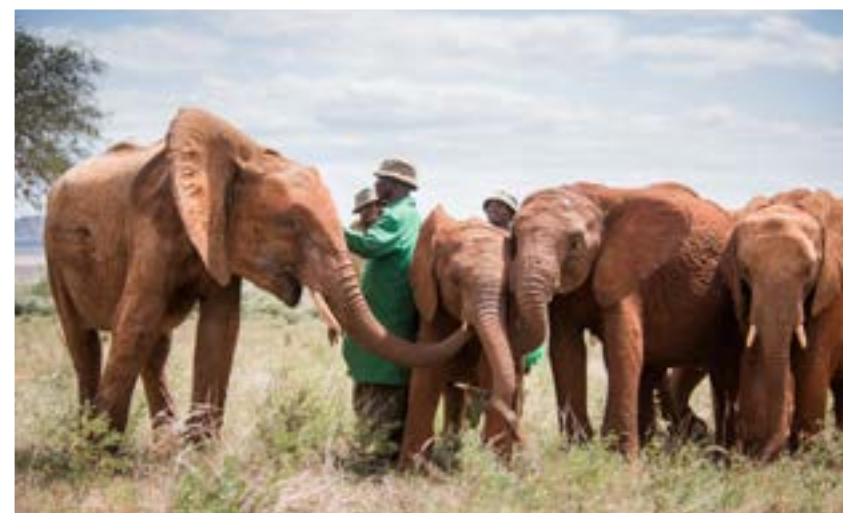
Hand out posters and leaflets

Display posters and leaflets in local shops, pubs, libraries, at work and anywhere else you can think of 4-6 weeks before your event takes place.

Sample press release

Raising money for orphaned elephants and rhinos.

- > On (date of event), (your name) from (town/city) will take part in a (what the event is) to raise money for Sheldrick Wildlife Trust.
- > In the first paragraph, try not to make it longer than 2 sentences and summarise all the main points of the event.
- > Go into more detail about your event, and include a quote from yourself or someone else involved in the event.
- > To sponsor (your name) in (what the event is), please contact (your contact details). To donate directly to the Sheldrick Wildlife Trust, visit www.sheldrickwildlifetrust.org/donate and (link to your fundraising page).



Health and safety

Here is some important information to answer your questions and keep your fundraising safe and legal.

What if I want to create my own promotional materials?

Include the SWT's logo and registration number (Charity Number 1103836) on all promotional materials, including letters, posters and press releases you create yourself. Send us the materials before you hand them out so that we can make sure they comply with fundraising rules. Always make it clear you are fundraising on behalf of the charity, rather than as a charity representative.

Does the SWT have insurance that covers events?

The SWT cannot accept responsibility for any loss, damage or injury that results from your event, and our insurance does not cover the property of the venue nor anyone attending. It also does not cover your personal liability for any injury suffered by yourself or anyone else at your event. We recommend that you make sure your event is adequately insured. Please contact us for further advice, or if you have any concerns.

Can I carry out a collection for the SWT?

Make sure you use the SWT collection boxes when doing collections. If you plan to carry out a street collection or sell goods in a public place you will need to get permission and a permit from your local authority.

What are the legal requirements for holding a raffle?

If you are holding a raffle you don't need a licence as long as you sell the tickets and draw the raffle during the event, and only within the venue in which your event takes place. If your situation is different you may need a licence –please contact us and we can help organise this.

Tickets must not be sold to, or by anyone, under the age of 16. If you are holding a raffle and have a single prize worth more than £200 or you are selling tickets prior to the date of your event, you may need a licence.





Sheldrick Wildlife Trust
1 Oak Place, Rosier Business Park, Coneyhurst Road, Billingshurst, RH14 9DE, UK

www.sheldrickwildlifetrust.org
infouk@sheldrickwildlifetrust.org
+44 (0)1372 378 321

Find us on social media @SheldrickTrust

The David Sheldrick Wildlife Trust, known as Sheldrick Wildlife Trust, is a registered charity in the UK (No: 1103836) and Kenya dedicated to the protection and conservation of wildlife and habitats.