

Fundraising Pack

PREVENTING EXTINCTION

your way



CHESTER ZOO

Chester Zoo is a Registered Charity 306077

PREVENTING
EXTINCTION
your way

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ACT FOR
WILDLIFE
LED BY CHESTER ZOO

CONSERVATION
AND SCIENCE
AT CHESTER ZOO



WHY FUNDRAISE FOR CHESTER ZOO

As a conservation and education charity, Chester Zoo's work has never been more important. The pressures on our environment are growing all the time and we need all the resources we can to continue our fight to protect and preserve nature.

We are unbelievably lucky to share our planet with incredible animals and plants, and Chester Zoo works within the zoo and all over the world to protect vulnerable species from extinction.

By fundraising, you are joining our mission of PREVENTING EXTINCTION.

WHAT WILL MY FUNDRAISING ACHIEVE?

Thanks to our dedicated supporters, Chester Zoo has achieved some notable successes. Together we have...

- Successfully reintroduced the tequila splitfin fish back into the wild in Mexico after pollution and invasive species caused it to go extinct 15 years ago.
- Successfully tagged a giant pangolin in Uganda – the first time anyone has ever achieved this – allowing us to find out more about this elusive creature and how we can best protect it from the illegal trade that threatens its existence.
- Successfully worked with communities in India to find creative and holistic ways that elephants and humans can live alongside one another peacefully.

These are just a few examples of the type of ground-breaking and world-leading conservation work that we carry out.

BUT THERE'S STILL SO MUCH TO DO



Your fundraising

WILL SUPPORT OUR FIGHT
to protect wildlife here at the zoo and all around the world.

WHAT DO I DO NOW?

Tell us

Drop us a line via fundraising@chesterzoo.org. We'd love to hear from you and we'll support you in any way we can.

Donate

If you are collecting cash, don't forget to transfer your donations to us after your event. Please drop a line to fundraising@chesterzoo.org for more information

Choose your fundraiser

We're all living under tighter restrictions at the moment, but that doesn't have to stop you doing amazing things for charity! Use this guide to choose an activity that you enjoy, but that you can also do from your home, garden, or as part of your bubble.

Set up your JustGiving page

Go to [justgiving.com](https://www.justgiving.com) to set up your donation page and remember to choose Chester Zoo as your beneficiary charity. It's quick, easy, and you don't need to worry about handling cash. Even better, your donors who are also taxpayers can Gift Aid their donations, allowing us to claim an extra 25% of their donated amount from the HMRC – at no cost to them.



Bask in the warm glow...
...of knowing that you've done something amazing to help reverse the terrible **extinction crisis** our world is facing



Our conservationists work with local communities to prevent extinction. Here, Dr Gerardo Garcia and Adam Bland are collaborating with nuns in Mexico to protect a rare species of salamander.

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FUNDRAISING TIPS

Get the word out

Don't be shy – spread the word on social media, tell your friends and family, mention it at your next team meeting. The more people who know about your fundraiser, the more people are likely to donate.

Tell your story

You know best why you want to fundraise. Whether it was a nature documentary, a visit to Chester Zoo, or a news article, tell people why you feel so passionately about preventing extinction. Your passion will shine through – and you'll be surprised how they'll be inspired to donate after hearing you talk!

Set yourself a target

A target helps to keep you focused on your progress. This is usually a target of how much money you want to raise, but it can also be the number of people each week you ask to donate, or even the number of items you're sourcing for your fundraising event. Keep focused and keep going – you're making progress towards your target, and your ultimate goal of helping us prevent extinction.

HAVE FUN!!!

NEW YEAR, NEW YOU...

Let's sweep 2020 away and wipe the slate clean for a better year ahead. And what better than to learn a new skill, have a makeover or have a spring clean!

Go fuzzy for furries

Growing a beard or a moustache has been an old favourite with fundraisers for many a year, and now is the perfect time to do it (as you can hide away if it goes wrong)! Get sponsorship for every day you nurture the fuzz.



Out with the old

Have a charity 'Spring Clean' and declutter your house, whilst raising vital donations for your favourite charities. Sell your old clothes, shoes and other household items (please make sure they are unwanted first) on an online platform and do your bit for sustainability by eliminating waste going to the tip!



Barefaced cheek

Working from home brings us the opportunity to embrace our barefaced beauty! So get some friends to sponsor you to post daily pictures on social media. Or, if you're feeling brave, maybe consider shaving off your beloved facial hair!



Learn a language

Be it Spanish, Japanese or British Sign Language, learning any new language is a great skill; good for your brain and for your CV. Get your friends and family to sponsor you to give you that added incentive and keep them updated on your progress! There are loads of online free tutorials to help you.



Share your new skills

If you've already learnt a new skill in one of our many lockdowns, why not share this with your friends and or business networks and teach *them* something new. Host an online yoga session, a cooking or mixology class, or present an online workshop. Ask for donations to your charity of choice instead of charging for tickets.



KEY



Suitable for indoors



Grownups only please



Great for nature lovers



Suitable for outdoors



Adult supervision required



Virtual activity



Family-friendly activity



Physical activity



Suitable for schools & learning bubbles

LET'S GET PHYSICAL...

Staying fit and healthy has taken on a new importance, so get your family and friends behind you to shed a few unwanted pounds with the added bonus of helping a charity.



Take on the challenge...

Climbing your stairs, laps of the garden, or jumping on the exercise bike can all be great ways to get fit. But why not make it Chester Zoo-focussed and raise money to prevent extinction? Choose a height/distance relevant to something important to you (eg. **11 miles** of pathways around the zoo, **4095m** is the height of Mount Kinabalu on the Malaysian island of Sabah, home to our rhinoceros hornbill project). Part of the fun is picking the number, and then achieving your goal!



Strava challenges

This was one of our favourite challenges from Save Our Zoo - people using their Strava app to write the names of, or even to draw a picture of, their favourite animals! Create your own Strava Zoo and post your updates on social media. Your followers will be amazed!



Reps for...reptiles!

Be it push ups, sit-ups or burpees - whatever you enjoy - set yourself a target and get some sponsors to support your epic efforts. Don't forget to update people on your progress and inspire others to do the same!



Maximise your once-a-day...

We can all get out for fresh air once a day, so why not make your daily walk, cycle or run round the block build up to an incredible goal? The classic is Land's End to John O' Groats (874 miles), or the Coast-to-Coast walk (182 miles), but we're sure you can think of something more creative! Get yourself motivated with the help of some sponsors and off you go!



Host a virtual 'no sleep' sleepover

A great excuse to stay up and online with your friends ALL NIGHT! Pick a platform and spend all night chatting, reading ghost stories, playing music or gaming. Don't forget to stock up on midnight snacks, and make sure you don't do it on a school night!



Crafty Creatures

Put your crafting skills to good use and create animal art for every day of the week. You can use paint, pens, felt, beads, stones and even twigs from the garden. Post pictures for your family and friends to enjoy & 'sell' your crafty creatures for donations.



Online pet show & tell

Who needs an excuse to show off their furry, scaly or feathery friends? Get online and present to your friends or class all about why your pet is special, or maybe do an agility course with your dog in the garden, or list 10 facts about your reptile buddy. You can have lots of fun prize categories and even incorporate a quiz about your favourite pets. The options are endless, and people could give a small donation to enter.

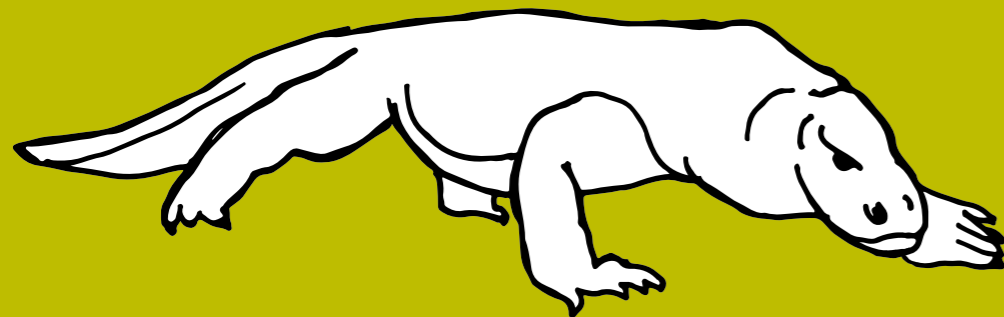


FAMILY FUN...

Juggling home-schooling with home-working is a challenge so many of us are facing, and finding new ways of keeping the family busy, cheery and doing wonderful things together is more important than ever.

Don't reinvent the wheel...there's lots of stuff out there

Download some of our free Chester Zoo resources from the website for lots of conservation-focussed things to do with kids. For some added warm fuzzy feels, see if you can make some of these into fundraising challenges or competitions and get your virtual communities involved.



CONNECT WITH NATURE...

Just because we have to stay indoors more, this doesn't mean you have to go without a connection to nature. Roll up your sleeves and get busy with the wildlife on our doorsteps.



Do a sponsored birdwatch in your own back garden

Grab a notebook and a snack and keep very very still... Record all the birds you see for half an hour to an hour and then share your sightings with friends online. You can even set up a bird feeding station near to a window so you can take photographs and share them.



Lots to 'zoo' at home

Create your very own zoo, wildlife park or nature reserve in your home or garden and get your family to donate for virtual tours! Use artwork, building bricks, cuddly toys and cardboard boxes to create an amazing space and show it off for charity! Don't forget to watch our Chester Zoo videos on YouTube for hints and tips about how to be the very best zoo keeper.



The green-fingered challenge

Plants are massively important to our eco-system, so embrace the leafy goodness in your house or garden. Challenge your neighbours, friends or classmates - who can grow the largest tomato plant, the biggest courgette or the tallest sunflower? Make a donation for competition entry, and celebrate by 'growing for good'!



Sponsored litter picking

Combine getting outdoors and taking daily exercise with helping the environment *and* making your local area better for wildlife. Make sure you have all the right equipment to keep you safe, and only do this with members of your own household/support bubble. You can make a huge difference - challenge your neighbours to do the same when they take their daily exercise.



WITH FRIENDS AND COLLEAGUES...

We've all had to learn how to socialise in different ways recently and it's so important to keep connected with friends and loved ones, so we've thought of some ways you can have fun together for social good.

The (dreaded) Quiz Night!

Yes, yes, we know...we all got fed up with them by the end of the first lockdown but actually they were pretty good fun weren't they? Get everyone together on a virtual platform, find some new and original rounds - from 'identify the animal from this sound' and 'guess the celebrity from the dodgy waxwork' to 'name that beard' and 'the baby photo challenge'. Go on, relive the novelty of online quizzes - the more effort you put in, the more fun you have!



Gaming for Good

Host a tournament or livestream playing your favourite game on a platform like Twitch and link it to your JustGiving page! #GamingForGood is a great way to engage with others that love gaming and raise money!



Do the catwalk

Treat your friends to an online fashion show with clothes from the depths of your wardrobe! Create some great outfits from things that haven't seen the light of day for a while, giggle about your fashion disasters from the past, earmark pieces to swap. Make a donation in lieu of tickets!



Skill circles

Everyone in your group or family has their 'thing' - be it the best lasagne, the best fluffiest Yorkshire puds, the best Piña Colada or the best darned socks. Have an online skill circle and pass on your talents to each other. Anyone can join and learn the secret....for a donation!



Virtual sports

Crack open the beers and get competitive over your favourite sports...right from your sofa. Have you got an old darts board or foosball table kicking around in the attic or shed that you can stream a game to your friends? Or draw up a playlist of historic penalty shoot-outs on YouTube and place pretend bets on the winners. Charge a donation for team entries and whoever guesses the outcome correctly gets to choose the charity.



Zoom nights 'out'

Arrange some digital meet ups and donate some what you may have spent actually going out to your favourite charity. Why not hold an Italian night, a coffee morning or a wine tasting? How about a 'Dial-in' movie night, a classy dinner party, an indulgent spa night, or a fancy dress party (dress as your favourite animal!). Ask for a small donation in return for a virtual 'invite' and get your glad-rags on!



AND IF YOU'RE FUNDRAISING FOR CHESTER ZOO...

Thank you **SO MUCH** for your support during this difficult time. The love, the passion and the energy shown by all of our communities during this crisis has completely humbled us.

We can support YOUR fundraising activity by:

- Sending you a *Preventing Extinction* T-shirt if you're doing a physical challenge (limited stock available)
- Post you out a certificate (or certificates!) to say you've been amazing
- Post you out some 'Chester Zoo Says I'm Brilliant' stickers (who doesn't love stickers)
- Email you a letter of authority if you're fundraising offline too (like a raffle)
- Email you a commercial participation letter if you're selling goods and making a donation from sales
- Give you masses of Chester Zoo love and appreciation!

Things we unfortunately CAN'T do:

- Accept offline donations in cash. We're operating cashless at the zoo at the moment, so the best thing to do is bank your donations and add them to your JustGiving total (& watch the % go up!)

- Plug you on social media – there are just too many of you!!! But if you post and tag us in we'll be sure to reply and like!
- Provide free tickets or competition prizes – as much as we'd love to, we just don't have the financial resources and we must be fair to everyone
- Help you jump the queue for zoo tickets – we're on strict numbers for safety reasons, and once they're gone, we're up to capacity
- We can't sell things in the shop for you – but we're always happy to send your details to our Buyers for future reference
- Exchange donations for adoptions. Adoptions still support us massively, but if you want to fundraise to purchase adoptions please set up a JustGiving *Crowdfunder* and be super clear about how you're going to spend the money raised in your story.

Following on from the pandemic, the road to recovery will be long and uncertain, but it's made easier knowing we have **you** by our side. **You've** made our future look a little less bleak. **You've** made, and continue to make, a **MASSIVE** difference.

Thank you!

CHESTERZOO

JustGiving™

FREQUENTLY ASKED QUESTIONS and THE ANSWERS

What is Gift Aid?

Gift Aid is brilliant. If you are a taxpayer, we can ask HMRC to pay us 25% on top of your original donation, and it doesn't cost you a penny. That means that if you are a taxpayer and you have donated £10, we can claim an extra £2.50 if you tick the Gift Aid box. So your gift of £10 has magically become £12.50 for us.

How can I transfer donations to Chester Zoo?

We have a number of ways we can accept donations.

JustGiving page

These donations are paid to us directly – you don't have to worry about a thing!

Cheque

Please make all cheques payable to Chester Zoo and send to:

**Fundraising Department, Cedar House,
Caughall Road, Upton, CH2 1LH**

BACS

We can provide you with our bank details so you can transfer donations directly. Please contact us via the email below.

Online

To pay in your donation please go to:

www.chesterzoo.org/donate/

Can I do a street collection?

You can't collect money on the street or in a public place without a licence.

If you are fundraising in a private place (for example, an office or a school) then this is fine as long as you have written permission. You can also ask us for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.

Fundraising online through social media is also fine – in fact, it's a great way of getting the word out about your activity and directing people to your JustGiving page!

Can I still fundraise during COVID?

Of course you can still fundraise and in fact, your favourite charities (including Chester Zoo) probably need your support more than ever before!

You just need to make sure you follow the national and local guidance provided by the Government. This might change things like what activities you can do, how many people can be involved, and will help you understand how to do things safely in line with social distancing measures.

Get your thinking caps on and see if you can adapt your favourite fundraising challenges to make them possible digitally, virtually, or with social distancing!

If you have further questions, please contact us on fundraising@chesterzoo.org and we'll be glad to help.

FUNDRAISING GUIDE

Our Fundraising Guide is here to keep you safe and secure. So you can...

...ENJOY EVERY MINUTE of making a real difference.

Fundraising during coronavirus

- Fundraise with the same precautions as you would under normal circumstances!
- Don't invite digital strangers into your home, and make sure children are supervised when using online communications apps.
- Use a trusted platform to collect your donations (like JustGiving or VirginMoney).
- Please respect all the changing government guidelines surrounding coronavirus, including social distancing, group sizes & any other guidance we all need to adhere to.
- Respect everybody. Don't pressure people into donating, and don't make people feel guilty if they can't sponsor you.

Safety first

- Ensure that you only collect donations and sponsorship from people that you know and trust.
- Make sure children are supervised and do not collect money on their own or from strangers.
- If you are aged under 18, please include a parent, guardian or teacher in all your plans and communications.
- If you are holding an event, make sure the venue is safe and don't forget crowd control.
- Think about security if you are carrying money around.
- Make sure adequate first aid cover is available and fire regulations are in place for larger events.

Legalities

- Do not do house to house or street collections - this is illegal without a local authority licence.
- If you plan to fundraise on private property, make sure you have permission from the owner first and find out what insurance you may need. This includes fundraising at places such as your school, college or workplace. You can also ask us for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.
- If holding a large event, check with your local authority, on whether you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences).
- If you intend on doing a raffle/lottery, check the rules with your local authority or the Gambling Commission.
- Chester Zoo cannot accept liability for any fundraising activity or event you undertake. Most venues will have insurance to cover events organised on their premises but please check that any liabilities to the public are covered to protect yourself as well as others.
- Chester Zoo is registered with the Fundraising Regulator and all our fundraisers must adhere to the Fundraising Regulator Code of Practice.

Please visit www.fundraisingregulator.org.uk for more information.



Registered with
**FUNDRAISING
REGULATOR**



THANK YOU

It is difficult to express how much it means to have people fighting alongside us to ensure a future for the amazing wildlife we share our world with.

Your fundraising is deeply appreciated, and **you** are a vital part of our mission.

Thank you for
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