

Herts and  
Middlesex



# Community Fundraising Guide

Make wildlife and the environment your priority



Your opportunity to contribute to the future of local wildlife and wild places,  
and support a healthier environment for everyone.

## Introduction

---

Fundraising by individuals, schools, businesses and community groups contribute much-needed funding to Herts and Middlesex Wildlife Trust. Your support allows us to continue in our work protecting local wildlife and wild spaces, engaging our diverse communities through access to nature reserves, campaigning, volunteering and education.

There are a number of tried and tested means of raising money in the community. With a little time and thought your idea can be converted into a new, exciting and up-to-date event.

We hope that this guide will inspire you to get fundraising and make a difference for wildlife in Hertfordshire and Middlesex.

*Sarah Mee*

Fundraising Officer



## Herts and Middlesex Wildlife Trust

---

Herts and Middlesex Wildlife Trust (HMWT) is a registered charity dedicated solely to protecting wildlife for future generations. We manage over 44 nature reserves, campaign to save important wildlife habitats and organise volunteering programmes and wildlife education work. Our professional staff are supported by hundreds of volunteers who give their time generously to help us remain cost effective and to direct our finances at our wildlife protection work. Alongside this, we are grateful for the continued support of over 22,000 members as well as the grants, donations and legacies we receive - all of which underpins our work.

There are 47 local Wildlife Trusts across the whole of the UK, the Isle of Man and Alderney, working for an environment rich in wildlife for everyone. With 765,109 members, together we make up the largest voluntary organisation dedicated to conserving the full range of the UK's habitats and species. Together we manage 2,256 nature reserves nationwide giving visitors over 90,000 hectares of wild places to explore.



## Getting Started – Fundraising Ideas

---

There are many ways in which you can raise funds for HMWT, and if you are a member of a local community group or business you have access to great resources and contacts – including the enthusiasm, knowledge and experience of fellow minds. The list that follows is not exhaustive, but



is designed to stimulate your imaginations. *Also, it might be worth remembering that many businesses offer to match any funds raised through employee fundraising. Don't forget to ask your employer if they run a similar scheme.*

### Competitions and Quizzes

- Pub / Trivia Quiz / Mastermind – Music / Film & TV / Sport & Games / Authors & Literature / General Knowledge etc
- Spelling Competition
- Yes-No Competition
- 'Guess the Baby' – collect baby photos of friends or colleagues and give a donation per guess
- It's a Knock Out
- Penalty Shoot Out
- Sweepstakes

### Shows and Events

- Talent Show / Fashion Show / Concert / Play / Musical Event
- Sports Day (Obstacle Course / Athletics / Badminton / Netball / Football etc.)
- Film Festival – give a donation per viewing
- Dress-Down Day or Fancy Dress – staff give a donation to come to work in their own clothes or fancy dress (H & S permitting!)
- Open Garden Event
- Hold a 'Posh' Dinner Party with guest speakers
- Sponsored Walk / Run / Silence / Haircut / Famine
- Marathon / Walk-a-thon / Slim-a-thon / Sing-a-thon / Read-a-thon etc.
- 24 hour Marathon (Chess / Darts / Bridge / Squash etc.)
- Five or Seven-a-side Football / Rugby / Hockey etc.
- Take part in 'Go 4 Green' for World Environment Day on 5<sup>th</sup> June each year
- Take part in the annual 'Earth Day' celebrations on 22<sup>nd</sup> April
- Take part in 'Wear your Wellies for Wildlife' every October

## Traditional Sales and Fete Activities

- Car Boot
- Bring & Buy Sale
- Cake Sale
- Book Sale
- Coffee Morning
- Raffle
- Lucky Dip
- Tombola
- Sack Race
- Egg & Spoon Race
- Bash the Rat
- Coconut Shy
- Hoopla
- Boules
- Croquet

## Other Activities

- Job Swaps – we all feel at times we can do better than the boss, so why don't you auction the MD's/Head of Department's/ anyone's job for the morning, afternoon or whole day!



## Earth Day – 22<sup>nd</sup> April

---



**EARTH DAY**  
**APRIL 22**

THE GREEN GENERATION™

Earth Day is an international day that is celebrated every year on the 22<sup>nd</sup> April. In 2010 it marked its 40<sup>th</sup> anniversary with events taking place in many different countries around the globe. The aim of the annual awareness day is to make people stop and think about the natural world and the impact of human activities on the environment. The best way to make a global impact is to first start on a local level.

To show your support and make a difference to the environment, try making a few simple changes to the daily routine in your home, work place, church or community hall. For example,



- Think about how you can *reduce*, *reuse* and *recycle* your waste...
  - ... *reduce* the amount of paper you use by printing or photocopying less or double-sided where possible, before recycling it;
  - ... *reuse* your office stationery by using refillable printer ink cartridges and rechargeable batteries;
  - ... *recycle* your food and green waste by introducing a composting scheme or a 'wormery' – including tea bags and fruit scraps – providing free fertiliser for your wildlife garden (if applicable)
  
- Be '*energy aware*' and educate your staff, colleagues and children to think about energy use at home, school and work...
  - ... ensure all lights are switched off in every unused room
  - ... try to use energy-saving light bulbs where possible
  - ... turn electrical appliances off instead of leaving them on stand-by
  - ... ensure heating or air-conditioning units are set for usage time only
  - ... programme thermostats to a lower setting where possible

If everyone makes one, or all, of these small changes to their daily lifestyles it will have a very real and positive impact on the environment.

**Think Globally, Act Locally.**

## 'Go 4 Green' for World Environment Day on 5<sup>th</sup> June

---



World Environment Day is celebrated every year on the 5th June in more than 100 countries around the world with the aim of focusing worldwide attention on the importance of the environment. Again, the best way to take action on global environmental issues is to start locally and that's where 'Go 4 Green' comes in.

Getting involved is easy, all you need to do is wear something green in June or at any other time and give a minimum donation of £1 to help Herts and Middlesex Wildlife Trust (HMWT) protect the many habitats that are under threat across our two counties.

Individuals, businesses, schools and community groups can all show everyone that they are involved by holding special 'green' themed days encouraging each person to wear something green for the day. The whole community can work together to show their support and help protect local wildlife.



Send in any photographs of yourselves wearing green outfits, hats, costumes, or even fancy dress – the best pictures will appear on our website!

## Wear your Wellies for Wildlife in October

---



Why not try something different this Autumn – raising awareness and money for wildlife conservation and having lots of fun on the way! All you have to do to take part is organise an event to raise some much needed funds and most importantly “wear your wellies”!

It could be welly-Olympics with welly-wanging competitions and races, a sponsored welly walk, a welly-themed cake sale, or you could get everyone to give a small donation (£1+) to wear their wellies to work or school. You could also get family and friends to sponsor the event to raise even more money for the Trust’s conservation work!

## Design a Wildlife Welly Competition

---

This year, we have introduced a ‘Design a Wildlife Welly Competition’ which we hope will prove popular with local children. All you have to do is design a welly using our welly template and enter your drawing into our welly-tastic competition for your chance to win a family ticket to an exclusive **Herts & Middlesex Badger Watching Evening** with special guest, and badger expert, **Michael Clark**.



This exciting prize will take place between April and October the following year at our badger sett at Tewin Orchard Nature Reserve. There will be two judging categories based upon age: 5–10 years and 11–15 years, and the winning ‘Designer Wellies’ will appear on our website!

So, whether plain green or brightly coloured, wearing your wellies for wildlife is a great way to show that you care about conservation across Hertfordshire and Middlesex!

*With special thanks to Gloucestershire Wildlife Trust (GWT) for the use of the ‘Wear your Wellies for Wildlife’ logo and materials.*

## The Way Ahead

---

Once you have chosen your event there are many areas that you must cover to make it a success. The keyword is '*planning*' - allow plenty of time to look at the various aspects of the challenge that lies before you. Here are a few helpful pointers.

**1. Keep it simple**

The simplest ideas are often the best, so try not to over complicate things. The easiest you make your event, the easier it will be to organise, manage and promote it!

**2. Ask**

Ask friends and family to help. It really is much more fun if you share the load and what's more, you get the benefits of lots of different ideas and experience!

**3. Speak to us!**

Don't forget to let us know about your event. We love hearing about your fundraising and may even be able to help out! You can contact the Fundraising Team at HMWT by calling 01727 858 901 or email [info@hmwt.org](mailto:info@hmwt.org)

**4. Have a plan**

Have a clear plan from the very beginning and be sure to check that the date of your event does not clash with other events, like the World Cup Final, Grand National or school holidays!

**5. Draw up a budget**

Try to calculate any expenses well in advance and work out ways to cut costs, from making anything you can in class or getting parents to chip in. HMWT recommends that you spend no more than 25% of your expected income, so if you think your event will raise £100, try to spend no more than £25 organising it.

## **6. Seek permission**

Seek permission and check legal requirements. Make sure you find out whether you require any special licenses and permissions. This particularly applies if you are planning to organise a raffle or street collection for HMWT.

## **7. Be safe**

If you are going to organise an event you must be careful to ensure the safety of your guests. Not only are you required to comply with Health and Safety legislation but you may also need to consider First Aid and Fire Safety requirements. Your local council will be able to provide you with full details, alternatively you can contact the Health and Safety Executive on 08701 545 500 for free advice. As a school I am sure you are already aware of these requirements.

## **8. Insurance**

Consider arranging appropriate insurance, for example public liability, for any event you may wish to hold. Be sure to check with the venue, if outside of the school premises, as they may well already be covered. Again, as a school I am sure you are aware of these requirements.

## **9. Thank everyone involved**

After the event, remember to thank everyone involved. Who knows, you might need their help at your next event! We can provide you with information leaflets about HMWT to send out with your thank you notes and help spread the word!

## **10. Last but not least, have fun!**

Any event you hold will obviously be an important opportunity to raise funds and awareness about the work of HMWT. Always remember, however, it is also a really great opportunity to have lots of fun and laughter! So enjoy yourselves!

## Publicising the event

---

Your event must be well publicised if it is to be a success.

At work, school or community group:

- Notice boards
- Newsletters / e-newsletters
- Announced at meetings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local suppliers
- Announcements on the local radio
- Advertisements in the local newspaper
- Notices placed in public places in the community (e.g. libraries, doctor's / dentist's surgeries, local shops, community centres, churches etc.)



## The media

---

HMWT can offer you support in publicising your event to the local media. We work with many local media outlets and can use our contacts to help you get the maximum coverage of your event/activity. If you are able to get the support of your local Radio and TV station your event's profile is taken onto another level.

You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

Please contact Sarah Mee at [sarah.mee@hotmail.com](mailto:sarah.mee@hotmail.com) or 01727 858 901 with details of your event including:

- What is the event? - Who is involved? - Why the event is taking place?
- When, where and what time? - Contact name and details for further information

## Handy hints for fundraising support and sponsorship

---

- Set your fundraising target – aim high!
- Do not be afraid to ask others for help – family, friends, friends of friends – if you are passionate about something, you will be surprised how many people will want to help you.
- Start your fundraising early – well in advance of the event.
- When you approach people for sponsorship, ask them if they would mind giving you the money upfront. It is often much easier to collect money before an event, than afterwards – people lose interest quickly, and can often find excuses for not giving you the money.
- Always maintain a record of your sponsorship and ensure that your list reflects your income accurately – those who *have* paid and those who *still* need to give you their contribution.
- Keep an eye on your fundraising target and regularly update your progress – a great way to do this is by using a ‘Fundraising Thermometer’ – you can make your own or use our attached design!
- If you belong to any clubs or associations ask them for their support, either as a sponsor to your event, by getting them to organise another fundraising event for you or by matching the funds you raise.
- Ask local companies or suppliers to sponsor you in return for using their logo on your event posters or even on a t-shirt!
- Get a friend or colleague to help out with the management of your event and fundraising, while you concentrate on training or preparing yourself for your sponsored activities.
- Get the press involved as much as possible. Try to get your photo or a story about your fundraising efforts in the local paper as often as you can – before the event, at the event and your progress after the event!
- Email your sponsorship forms to friends and family who live in different towns across the country. Alternatively, photocopy the forms and send them by post!
- Organise a raffle with prizes donated from local businesses or shops.
- Conduct local ‘bucket collections’ at local supermarkets or in town (seek permission from owners and/or the local council first).
- Arrange a ‘bag-packing’ service at your local supermarket with donation buckets (again, seek permission from owners/managers first).

## Paying the funds

---

Once your fundraising project has taken place, please send your donations to the following address, using the donation form provided in this guide (Appendix A):

Herts and Middlesex Wildlife Trust  
Grebe House  
St Michael's Street  
St Albans  
Hertfordshire  
AL3 4SN

If you are organising a sponsored event, you can maximise your supporter's donations by asking them to 'Gift Aid' their sponsorship, using the sponsorship form provided in this guide (Appendix B).

*giftaid it* *N.B. This applies to UK taxpayers – for every pound they donate we can get an extra 25 pence from the Inland Revenue, providing they have paid sufficient UK Income Tax/Capital Gains Tax to cover the amount.*

## Summary

---

We hope this information will have given you an insight into Community Fundraising, and will make you want to raise money to help the Trust's work "Protecting **Wildlife** for the Future".

If you have any questions about anything mentioned in this guide, or you would like advice on fundraising at your school, please contact the Fundraising Team on 01727 858 901 or email [info@hmwt.org](mailto:info@hmwt.org).

**Thank you for your support and good luck!**



## Sponsorship Form and Gift Aid Declaration

Thank you for taking the time to sponsor me, all proceeds from my event will go towards supporting the important conservation work of Herts and Middlesex Wildlife Trust.

*giftaid it* If you are a UK taxpayer, for every pound you donate we can get an extra 25 pence more from the Inland Revenue, providing you have paid sufficient UK Income Tax/Capital Gains Tax to cover the amount. To enable us to reclaim the tax on every donation you make from the date of this declaration and those made in the last four years, please tick the Gift Aid box (*please ensure you complete your full name and address details on the form*).

Name of Event: \_\_\_\_\_ Host: \_\_\_\_\_

Full Name	Address <i>House Name or Number must be included to enable us to claim Gift Aid</i>	Postcode	Amount Pledged	Amount Given	Date Given (dd/mm/yy)	Gift Aid ✓



# Donation to Herts and Middlesex Wildlife Trust (HMWT)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Herts and  
Middlesex



Please accept my gift of  £15  £25  £50  £100  Other £ \_\_\_\_\_

*Please note, to save costs and paper we will only acknowledge your gift if you tick here*

I'd like to give by:

I enclose a cheque/PO/CAF voucher payable to: 'Herts and Middlesex Wildlife Trust'

Or please debit my Mastercard/Visa/Maestro/Electron/Solo/CAFCard\* (\*delete as appropriate)

Credit card number:

Start Date:     Expiry Date:     Issue Number:

Card Security Code:    (The three-digit number on the reverse of the card)

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

*giftaid it*

UK Taxpayers – for every pound you donate we can get an extra 25 pence more from the Inland Revenue, providing you have paid sufficient UK Income Tax/Capital Gains Tax to cover the amount. **Yes, I want HMWT to treat all donations made for the last four years and all donations I make from the date of this declaration as Gift Aid donations.**

*(Please ensure you complete your name and address details, and sign and date above).*



INVESTORS IN  
PEOPLE UK



FundRaising  
Standards Board