



# FUNDRAISING GUIDE

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# TIME TO EARN YOUR STRIPES

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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 challenge, 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 some of the inspiring work for wildlife that you're helping fund.



**WHAT ARE YOU  
WAITING FOR?**

**LET'S WORK  
FOR WILDLIFE!**



# LET'S FUNDRAISE FOR WILDLIFE



We need your help to create a world where wildlife thrives.

ZSL London and Whipsnade Zoos are home to over 20,000 animals, many endangered in the wild.

Every pound that you raise for ZSL helps our dedicated teams to work for wildlife – caring for the animals in our Zoos and carrying out global scientific research and conservation work, protecting wildlife from extinction.

*ZSL is an international conservation charity, working around the world and in our Zoos to inspire, inform and empower people to stop wild animals going extinct.*

**WE NEED  
YOUR  
SUPPORT**





# ABOUT US

For almost 200 years, ZSL has been at the forefront of conservation and scientific research to protect endangered wildlife. And for decades, we've been helping create the most joyful and fond memories of millions of visitors at ZSL London and Whipsnade Zoos. All thanks to the brilliant and beautiful animals.

But with our Zoos forced to close for months due to the coronavirus pandemic, we need your help to secure the future of our Zoos, and keep these animals safe and roaring, squeaking, barking and larking around.

It's not just in our Zoos. We need to stop endangered wild animals becoming extinct wherever they are. Our scientists lead pioneering wildlife health research. We work with communities across Africa and Asia to help animals and people live side-by-side. Our conservationists are tackling illegal poaching and habitat loss, whilst rebuilding wildlife populations.

This helps us to understand how we're all affected by illegal trafficking and the potential for diseases to cross between species, to us.

Without money, our crucial work can't continue. As a charity, we rely on visitors, donations, fundraising and memberships to keep our operations running home and abroad.

And that's why we need brilliant fundraisers like you. Thank you for joining us to create a world where wildlife thrives.





# WHERE WE'LL PUT YOUR MONEY TO WORK



## £50

Raise £50 and you could cover the cost of feeding all the penguins at ZSL London Zoo their favourite fish for a day.



## £100

£100 could feed our lions tasty meat for ten days.



## £200

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



## £500

£500 could buy life-saving equipment for our incredible team of vets.



## £1000

Raise £1,000 and you could cover the cost of feeding the herd of Asian elephants at ZSL Whipsnade Zoo for a week.



# 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.



## LET'S GET GOING

1. First things first – set up your fundraising page on JustGiving. Visit [ZSL.org/JustGiving](https://www.justgiving.com/ZSL) and click on the 'start fundraising' button.
2. Follow the steps to set up and personalise your page. Include a photograph, share your story, and don't forget to set a target – pages with targets raise 46% more on average!
3. Roar loud and proud. Ask your friends, family, colleagues and neighbours to support you. Share your fundraiser on social media, WhatsApp and email – people love to hear about the good things you're doing.



# TOP TIPS

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## SHARE A SNAP

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a selfie.

## TELL YOUR PERSONAL STORY

What does wildlife mean to you? Share your story and tell people from the heart why you've chosen to fundraise for wildlife.

## SET A TARGET

And make it a challenging one! Targets encourage people to donate more.

## BE A SOCIAL ANIMAL

Once you're happy with your JustGiving page, it's time to get the word out. Facebook, Twitter, Instagram, email and WhatsApp are all great ways to let everyone know what you're fundraising for. Don't forget to tag us in your social media posts 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.

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.

## KEEP YOUR PAGE UPDATED

Let Supporters know how you are doing by updating your page often, they will enjoy following your progress. 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did – it might encourage others to donate.

## ASK YOUR MOST GENEROUS SUPPORTERS FIRST

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

## ENCOURAGE OTHERS

Ask your friends to take part and raise money as well. Together we can do even more for wildlife!

## 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 their JustGiving donation or on the sponsorship form (which can be downloaded from [ZSL.org/fundraising](https://www.zsl.org/fundraising)). 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 challenge or 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](mailto:fundraising@zsl.org) and we'll help get you on your way. If you would help promoting your challenge in your local press, email [press.office@zsl.org](mailto:press.office@zsl.org) and our Press Team will be happy to support you.





# A-Z OF FUNDRAISING

Whether you're doing your own fundraiser, planning something with school or work or looking to do something simple, there are lots of fun ways you can support wildlife. Here's our A-Z of ideas to get you started.

Why not put an animal-themed spin on your challenge or event? Go veggie like a gorilla, run as far as a tiger or stand on one leg like a flamingo – the world is your oyster!

Lots of these fundraisers can be done virtually, at home or in your local park.



**A** Animal dress up day

**B** Bike ride, bake sale or birthday fundraiser

**C** Cook-along or cocktail night

**D** Dance event or dog walking

**E** Endurance challenge, Ebay auction or eat like an animal

**F** Face painting

**G** Give something up

**H** Hike or hair styling

**I** International animal day celebration

**J** Jewellery sale

**K** Knitting marathon or karaoke night

**L** Learn a new skill or litter pick

**M** Marathon

**N** Night-time walk or name the teddy bear

**O** Obstacle race or office Olympics

**P** Photo competition or poker night

**Q** Quiz night

**R** Recycle challenge or run a class

**S** Sponsored silence, swimming or sweepstakes

**T** Tea party, triathlon or talent show

**U** University challenge or ugly jumpers

**V** Virtual games night

**W** Walk, wax a body part or wine tasting

**X** Xmas craft fair or X-box competition

**Y** Yoga marathon

**Z** Zoo-themed party



# WHAT TO DO WITH YOUR RAISED FUNDS

If you've raised money through JustGiving, the donations will be sent to us automatically. If you have been collecting money yourself, then please complete our sponsorship form (available to download at [ZSL.org/fundraising](https://www.zsl.org/fundraising)) and return to:

Fundraising Department,  
ZSL London Zoo,  
Regent's Park,  
London,  
NW1 4RY

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







# 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 [fundraising@zsl.org](mailto:fundraising@zsl.org)

You could also visit [www.charity-commission.gov.uk](http://www.charity-commission.gov.uk) or [www.institute-of-fundraising.org.uk](http://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 [fundraising@zsl.org](mailto:fundraising@zsl.org).

## ZSL LOGO

Please contact [fundraising@zsl.org](mailto:fundraising@zsl.org) 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](http://www.hse.gov.uk)



# THANK YOU FOR YOUR SUPPORT

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**ZSL**

**LET'S WORK  
FOR WILDLIFE**

We're ZSL, an international conservation charity  
working to create a world where wildlife thrives.  
Join us at [zsl.org](https://zsl.org)

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



Registered with  
**FUNDRAISING  
REGULATOR**