



**Leicestershire  
& Rutland**  
Wildlife Trust

# Fundraising Pack



Leicestershire and Rutland Wildlife Trust is a registered charity (no. 210531) and a company limited by guarantee (no. 561833)



# You're a Nature Guardian!



Thank you for choosing to support Leicestershire and Rutland Wildlife Trust, your local leading wildlife charity!

Our region is blessed with a rich tapestry of diverse wildlife and breath-taking natural spaces. However, our unique habitats and precious species are facing significant challenges and require our protection.

*It's people like you, who deeply care about our local environment, that make our work possible.*

Inside this pack, you'll find everything you need to kickstart your fundraising event. It's all about coming together with your friends and neighbours!

We're here to provide you with friendly advice, share heart-warming stories, and give you insights into how your donations directly benefit our local wildlife. Our ultimate goal is to make organising your fundraising event an enjoyable and stress-free experience.

Take action for nature, your way

So whether you're trekking the picturesque trails and countryside of Leicestershire, hosting a wild cake sale in your community, or taking up a yoga challenge at Rutland Water, we can't wait to see how you've chosen to fundraise for the cause that's close to home.

Together, let's make a positive impact on our local wildlife, preserving the natural beauty of Leicestershire for generations to come.



# Making a difference on your doorstep

Everyone in Leicestershire and Rutland should have the opportunity to experience the joy of wildlife in their daily lives.



35 special nature reserves

25 years of the Rutland ospreys

1,234 ha of land managed for wildlife



Leicestershire and Rutland are home to some incredible plants and animals.

From ospreys to otters, badgers to bumblebees, wildflowers to wildfowl and red kites to red foxes, thousands of species make their home right in the heart of the UK in our two counties.





# Every penny helps

Our work is only possible thanks to people like you! Every supporter fundraising for Leicestershire and Rutland Wildlife Trust is playing a crucial part in protecting the future for wildlife.

## Meet some of our fundraisers:

**Joshua** aged 10, completed a 22-mile trek around Rutland Water Nature Reserve, raising over £1,500!

**The Charnwood Art Group** helped us purchase a meadow in Charnwood by hosting an art auction, which raised £2,000!

**The Green Place** in Sileby collected £1.00 from each person who attended one of their music events during the year and raised a total of £350, which they donated towards planting 500 hawthorn trees!

**Joy** has hosted a collection tin at the bookshop where she works so far raising over £1,000 and counting!

## Where your fundraising could go...

**£15**

would buy 10 bug pots to help educate and engage young children

**£50**

would help pay for the hand tools needed to manage scrub on our heathland nature reserves

**£100**

could help restore a hedgerow so that bats can move across the landscape and search for food

**£500**

could help us to maintain our osprey nest at Rutland Water



# Fundraising Ideas

There are so many fun and easy ways you can support Leicestershire and Rutland Wildlife Trust!

Don't worry if these ideas aren't for you - there are many other ways to get involved, and we can help you every step of the way!



## Personal Challenge

Take a step towards fundraising glory by setting up a sponsored walk, run, cycle, zumba-thon or even just seeing how far you can walk over the course of a week. You can get friends or colleagues involved, and either compete or see how far you can collectively go!

## At Work

Whether it's a sweepstake, an end of week bake sale or a dress down Friday, there are so many ways to fundraise at work – and get some great team-building in at the same time! Don't forget you can often boost your fundraising through your company with matched fundraising.

## In the Community

Are you a member of a group or society? Fundraising together is a great way to bring people together. You could organise a community day, or a quiz night, or maybe even a neighbourhood sports day.

## Pop the Kettle On

Sometimes all you need is a cup of tea, a piece of cake and a good catch up – and holding a coffee morning is such a simple way to fundraise. You can hold it in so many places, and is also a great way to chat about wildlife in your area.

## Give It Up

On the other hand, maybe giving up your daily brew is the bigger challenge for you! Get sponsored to give up your favourite drink or food for a week, or maybe organise a sponsored silence. You could also 'give' up your birthday or Christmas gifts and ask for donations instead.



# Making the most of your fundraising event!

## Our top tips for successful fundraising

### Look to social media

Follow our [Facebook page](#) for inspiration and to see updates about what we're doing!



### Choose your challenge

Whether you love running, walking, cycling or swimming, or you want to get the adrenalin going on an abseil, check out our ideas and keep an eye on our events.

### Set up your online fundraising page

Head to [www.justgiving.com/leicesterrutland-wildlifetrust](http://www.justgiving.com/leicesterrutland-wildlifetrust) and check out our guide below on how to set up your page

### Get in touch

Let us know about what you're planning and when, and we can help to support you on your fundraising journey!

### Set a fundraising target

Make sure you give yourself something to aim for, and to make sure any costs don't outweigh the funds raised

### Don't be afraid to ask for help

Friends and family are always happy to help with fundraising, so find out if they'd like to get involved. You can also use the poster template at the end of this pack

### Get the word out

There are so many ways to publicise your event. And remember that many people will donate after the event itself, so don't stop sharing what you've achieved!

### Enjoy your fundraising!

Whether you've been training, organising, baking or just psyching yourself up, you've worked hard for this – and now's the time to enjoy it. Remember to take lots of photos and share them with us!

# The Sponsorship



## The Online Part

### Creating a JustGiving page

If you're fundraising through JustGiving, any donations or sponsorship will be automatically sent through to us

Go to [www.justgiving.com/leicesterrutland-wildlifetrust](http://www.justgiving.com/leicesterrutland-wildlifetrust)

- Click on Start Fundraising
- Choose the appropriate type of event – often it will simply be “Doing your own thing”
- Complete the form, including the event type, name and date
- Choose your own page web address
- Remember to tick whether Gift Aid can or cannot be collected
- Add your story, details and images to your page



### Creating a QR Code

Creating a QR code for your page will enable people to go directly to your page when they scan the code with their phone.

- You can simply add “/qrcode” to the end of your page URL
- You can also log into your JustGiving profile, click on ‘edit profile’, and the code will be halfway down the page
- Now all you need to do is right click on the code and save it as an image



## The Offline Part

### Send a cheque to our office

Cheques made payable to **Leicestershire & Rutland Wildlife Trust** can be posted to us at Supporter Engagement, Leicestershire & Rutland Wildlife Trust, The Old Mill, 9 Soar Lane, Leicester LE3 5DE

### Send in sponsorship via our donation form

Visit our website and use our donation form at [www.lrwf.org.uk/donate](http://www.lrwf.org.uk/donate) – remember to let us know what fundraising you've been doing!



# The legal bit...

In support of



**Leicestershire  
& Rutland**  
Wildlife Trust

## Keeping your fundraising legal and safe

When planning an event, please start by getting in touch with us by emailing [info@lrwt.org.uk](mailto:info@lrwt.org.uk) so that we can help you to ensure your event is legal and safe. Please note, the Leicestershire & Rutland Wildlife Trust cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

When you are fundraising for us, you need to make everyone aware that you are fundraising *"in aid"* of the Leicestershire & Rutland Wildlife Trust. Your activity is not one organised by or representing the charity.

## Your responsibility

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to the Leicestershire & Rutland Wildlife Trust. You must inform potential donors if any of the funds you raise will not be paid to the charity. Please understand that if you do something that threatens or damages the name or reputation of the Leicestershire & Rutland Wildlife Trust, we will ask you to stop fundraising.

## Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk). If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets which must have certain details on them. Please contact us for help with this.

## Insurance

If your event involves the public, you will need public liability insurance. Your venue may already have their own insurance so remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

## Publicity material

When you are writing about your event, you need to say that it is being held *"in aid of the Leicestershire & Rutland Wildlife Trust"*. Please contact us if you would like to use our logo on your own publicity materials. Please also include our charity number using these words *"Leicestershire and Rutland Wildlife Trust is a registered charity (no. 210531) and a company limited by guarantee (no. 561833)"*

## Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](http://food.gov.uk) for more details. If you have asked a caterer to come to the event, you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

## Health and safety

Ensure you have adequate first aid cover available for your event. Take advice from voluntary first aid organisations such as St John Ambulance when deciding the type of cover you will need. Some things to consider are location and type of event, size of the audience, proximity of medical facilities, duration and timing of event. Make sure you conduct a risk assessment to identify any risks at your event, there is more advice and a free risk assessment template to download at [www.hse.gov.uk/risk](http://www.hse.gov.uk/risk).

## Licenses

Some activities require a licence including, providing alcohol or live music, holding a collection, raffle or lottery, putting up signs/ banners in public areas. This is not an exhaustive list so do check with your local authority to see if you require a licence for your event.

## Under 18s

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and ensure they are happy with what you intend to do.

## Collections

Visit [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) for the most up to date information on collections. For more advice on organising a collection, please contact us.





**Leicestershire  
& Rutland**  
Wildlife Trust

From all of us at  
**Leicestershire &  
Rutland Wildlife**  
Trust...

**Thank you!**



Creating a landscape rich in  
wildlife which can be valued  
and enjoyed by us all!

The Old Mill, 9 Soar Lane, Leicester, LE3 5DE  
Tel: 0116 262 9968  
Email: [info@lrwt.org.uk](mailto:info@lrwt.org.uk)

In support of



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**I'm raising funds for  
Leicestershire & Rutland  
Wildlife Trust!**

[www.lrwt.org.uk](http://www.lrwt.org.uk)