

Welcome to



Berkshire  
Buckinghamshire  
Oxfordshire



# The Wild Pack



Go wild and  
make a difference



TIPS



HINTS



ADVICE



INSPIRATION

The FUNdraising starts here....

Protecting local wildlife

# THANK YOU

for choosing to fundraise for the Berks, Bucks & Oxon Wildlife Trust.

We rely on incredible people like you to enable the conservation of important habitats and species throughout our three counties. We simply couldn't do it without your wonderful support.

We hope you find this guide helpful, but remember that our support is not limited to this guide... we are always at the end of the phone if you would like extra tips or guidance!

Contact our Fundraising team on 01865 775476  
or email [fundraising@bbowt.org.uk](mailto:fundraising@bbowt.org.uk)



**£58** could fund the purchase of vaccine to vaccinate badgers against bovine TB.



**£125** could fund the purchase of 5 bow saws to create valuable coppice habitat on a nature reserve.



**£200** could fund a GPS device to locate and map rare orchids.

## Tips for keeping it WILD

Find out where your local nature reserves are, and be sure to encourage your friends and colleagues to pay a visit!

**Visit [www.bbowt.org.uk](http://www.bbowt.org.uk) to find a map of all our reserves.**

Remember to keep plastic use to a minimum, for example by using washable cups and plates rather than disposable ones.

Think about wild locations to hold your event!

Consider the environmental impact of your fundraiser!  
Avoid balloon releases and other potentially harmful actions, and be sure to clean up any mess made as a result of your event.



# GETTING STARTED

## 1. Choose a fundraiser



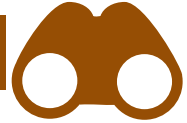
Are you a brilliant baker, a sponsored sport superstar, or a challenge champion? Take a look at our ideas on pages 4-5 for some inspiration!

## 2. Pick a location, date and time



Get your location, time and date confirmed, and then it's time to set a goal and let us know your plans!

## 3. Set a fundraising goal



Set yourself a fundraising goal, so that you have an idea of how much you would like to raise.

## 4. Let us know your plans



Please let us know what you have planned, either by giving us a call or an email! We would love to know what you are organising and may be able to provide additional support. We can also share details of your event on our social media pages! Contact our Individual Giving Officer on **01865 775476** or at **fundraising@bbowt.org.uk** to share your plans and arrange social media coverage of your event.

## 5. Stay safe and legal



Most events on private land (like a workplace, school or at a community group) do not need a licence. You simply need permission from the land owner or relevant person. Events on public land (like a park or high street) require a licence which you can acquire through your local council. Contact us if your event is taking place on public land and we can help you with this process.

It is your responsibility to ensure the safety of everyone involved with your event. Our insurance policy does not cover externally run events so you may wish to take out public liability cover for your event depending on what it is! Just give us a buzz and we can give you advice on insurance if it is required.

## 6. Get creative and stand out!



Make sure you use your skills to help your event stand out. If you have nice handwriting, consider making a banner or large sign to promote your event. Perhaps you could make a video to share on social media, all about why you are fundraising? Don't be afraid to tell everyone about your fundraiser. Remember that if you don't ask you don't get, so don't be shy!

You are helping to achieve great things for our local wildlife so be sure to tell everyone.

We are usually more than happy for you to use our logo on promotional materials, but please check with us first so that we can give our approval and send you a high resolution logo!

**You can download additional posters and other promotional materials for your fundraiser at: [bbowt.org.uk/wildpack](http://bbowt.org.uk/wildpack)**

# INSPIRATION



## Bake Sale

Get your apron out and get baking! Or pop to the shops and get your hands on some ready-made cakes! This fundraiser is simple to run and is sure to go down a treat with everyone.

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## Sponsored Walk

Plan out a route, perhaps through one or a few of your local nature reserves, and then start seeking sponsorships! If you fancy something a bit more challenging you could arrange a sponsored jog or run, or even think about signing up to a challenge event. Find your local wild walks at [bbowt.org.uk/explore/wild-walks](http://bbowt.org.uk/explore/wild-walks)

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## Challenge Event

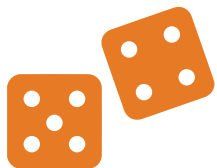
There are so many challenges that you can take on to raise money, simply take a look at what is going on in your local area and sign yourself up! Could you take on a 5k or 10k, or half marathon? How about joining a cycle event? As well as taking your pick of various local challenges, you could also check out [GlobalAdventureChallenges.com](http://GlobalAdventureChallenges.com) and [CharityChallenge.com](http://CharityChallenge.com) which both offer you the chance to sign up to various exciting challenge events!

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## Charity Football Match

Charity football matches are a great excuse to get your team, friends, or family together for a bit of fun and fundraising. Set an entry price and start to get your teams together, and then plan a date for your big game. Remember to spread the word and ask people for donations to come along and watch the action!

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## Board Games Night

Get your friends together for a charity board games night! Choose a game that is sure to go down well with your friends, family, or colleagues, set a date and get everyone over!

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## Throw a Party

Can you get some people together and throw a party? How about charging a set amount for tickets to get in, or a fixed amount to tuck into some local grub round your place?

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## Expert Talk

Can you arrange for an expert to come and give a talk at your workplace, campus, or at a local community centre? Selling tickets for talks can be an excellent way to raise money!

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## Auction of Promises

Think about some of the skills you and your friends and colleagues have, and ask them to pledge a promise for your auction.

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## Wear Wellies to Work Day

Spread the word that you are holding a Wear Wellies to Work Day, and get everyone involved! Set a minimum amount to take part.

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## Breakfast Party

Arrange a breakfast morning at your office or campus, and charge a set amount for people to dig in to breakfast rolls and sweet pastries! This one is sure to go down well!

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## Guess How Many

Fill a jar with sweets or small items, and ask people to guess how many are in the jar to win a prize! You could think even bigger than a jar and fill a car or a room!

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## Wildlife Fancy Dress

Set a date for an office or campus fancy dress day, and encourage everyone to get involved. Give prizes out to the best dressed, and remember to take lots of photos and share them online to encourage others to get wild!

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## Guess the Baby

Ask your colleagues or teachers to bring in photos of themselves as a baby, and pin them all up to a notice board. Ask everyone to write down who is who, and the person who correctly guesses the most wins a prize!

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# DIGITAL FUNDRAISING

If you are doing a sponsored event or a challenge, you may want to set up an online fundraising page, so that your supporters and sponsors can donate quickly and easily online.

There are a range of platforms you can use to quickly and easily set up a fundraising page, we recommend BT My Donate as they don't charge any fees or commission, but some other popular platforms you could use are Virgin Money Giving and JustGiving.

1. Go to your preferred platform and select us as your chosen charity (you may need to look us up by charity number: 204330).
2. Customise your page – add photos, set a target, and start to shout about getting wild!
3. Shout about it! Share your page far and wide on social media, remember to tag us too!



## TEXT CODES

Our text to donate code means people can donate directly from their phone! Simply text WILD35 followed by an amount, either £2, £3, £5, or £10 to 70070 to donate that amount.

Download text code posters at: [bbowt.org.uk/wildpack](http://bbowt.org.uk/wildpack)

## Promotion and Social Media

Sharing your event on social media can help give you a real boost, so we've given some ideas below of how you can word your tweets and posts:

We are #Fundraising for @BBOWT today with a bake sale in the Badger Building at Squirrel College. Stop by between 12pm and 2pm for tea and a cake!  
#Bakesale #BBOWT

The team from our office are taking on the Oxford Half this year! Please dig deep and show them your support here:  
[mydonate.bt.com/fundraisers/oxfordofficehalf](http://mydonate.bt.com/fundraisers/oxfordofficehalf)

Come on team!  
You've got this! @BBOWT



Remember to tag BBOWT!  
Twitter: @BBOWT  
Facebook: @BBOWildlifeTrust  
Instagram: @BBOWT  
#BBOWT

I am taking on the #ThreePeaksChallenge in aid of the Berks, Bucks & Oxon Wildlife Trust this July! Please show your support here:  
[mydonate.bt.com/fundraisers/andysthreepeaks](http://mydonate.bt.com/fundraisers/andysthreepeaks)  
@BBOWT



# How to send your money in

## Online Giving

You can donate all the money you raise for us in one go online, simply visit [mydonate.bt.com](https://mydonate.bt.com) and select 'Donate to Charity'. You can then search for 'Berks, Bucks & Oxon Wildlife Trust' and enter the amount you are donating. Or simply visit: [mydonate.bt.com/charities/berksbucksoxonwildlifetrust](https://mydonate.bt.com/charities/berksbucksoxonwildlifetrust)

## Bank Transfer

**Account name: Berks, Bucks & Oxon Wildlife Trust**  
**Account Number: 7392 3037**  
**Sort code: 20 65 18**  
**Reference: WILDPACK**

However you choose to send us your money, please include reference WILDPACK where possible, and remember to let us know that your donation is on the way!

## By Cheque

Post us a cheque using the enclosed pre-paid envelope, to: The Lodge, 1 Armstrong Road, Littlemore, Oxford, OX4 4XT - remember to include a slip of paper with your name and contact details, as well as the reference: **WILDPACK**

## At the Bank

If you would prefer to pay your money in at the bank, simply take all your cash to a local branch and complete a paying in slip:

1. Pick up a paying in slip from your bank
2. Fill in the slip with the following details:  
To pay: The Berks, Bucks & Oxon Wildlife Trust  
Account Number: 7392 3037  
Sort Code: 20 65 18  
Reference (If applicable): WILDPACK
3. Give it to your bank along with your cheque
4. **Ensure you receive a copy of the receipt for your records.**
5. **Tell us it's on the way!**



**We would love to be able to thank you for your support, so please do let us know that you are sending your donation in via your bank! Otherwise we may not be able to tell it's from you!**

## By Phone

Call our team and make your donation by debit or credit card over the phone on 01865 775476

Once you have sent us the funds you raise, please be sure to pop us an email on [fundraising@bbowt.org.uk](mailto:fundraising@bbowt.org.uk) to let us know.

We can then confirm the funds have reached us safely and also send you a personal thank you note!

# Thank you!

Thank you again for choosing to support our work for local wildlife with your fundraiser! Every penny you raise will make a real difference and will enable us to protect and preserve our local wildlife. Remember that we are only a phone call away if you need any support or advice.

## Did you know?

BBOWT looks after over 80 nature reserves throughout Berkshire, Buckinghamshire and Oxfordshire covering over 2,600 hectares of land.

We care for 10% of the remaining floodplain meadows in the UK.

We manage 997 hectares of woodland, of which 479 hectares are ancient woodland.

Over 1,800 volunteers are involved in our work.

We have four education centres visited by over 10,000 school children every year.



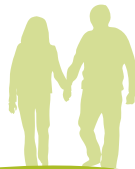
Artwork: rachelhudsonillustration.com



Our *vision* is an environment rich in wildlife, valued by all.

Our *mission* is to create a Living Landscape across our towns, cities and countryside and inspire our communities to act for nature.

Our *aim* is to lead the way for nature's recovery, and connect people with nature.



**Contact us for support: 01865 775476 [fundraising@bbowt.org.uk](mailto:fundraising@bbowt.org.uk)  
The Lodge, 1 Armstrong Road, Littlemore, Oxford OX4 4XT**



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

Photos: Terry Whittaker/2020 VISION, Roy McDonald, Ric Mellis, Kerry Lock, Rob Appleby.

**Protecting local wildlife**

Registered Charity No. 204330