



Investing in Wildlife is Good for Business

The natural environment provides the essential foundations for business and our economy. Clean water, natural flood defences, carbon sequestration, good air quality, healthy soils producing nourishing food, a sustainable supply of raw materials and beautiful places to live and work, are all benefits from nature.

Biodiversity is declining, especially in Berkshire, Buckinghamshire and Oxfordshire. Your local Wildlife Trust is working hard to stop this downward spiral. However, in order to achieve this difficult task, the natural environment needs support from businesses like yours.

Businesses can help the Wildlife Trust look after our local natural world. This will significantly benefit the health of people in or around your organisation by maintaining and growing green spaces to enjoy. Being associated with a well-known local charity can also greatly enhance your brand and provides a variety of marketing opportunities.

Not only will you be investing in wildlife, but you will also be investing in our futures too. This information pack illustrates how your business and the Wildlife Trust will benefit from working together for a healthy natural environment.

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It's important to Grundon to protect local wildlife - working with BBOWT was a great way to demonstrate this! Over the years we have supported numerous projects and what we've achieved together is phenomenal. By working with BBOWT's communications team we have publicised our work to great effect. We would strongly recommend working with BBOWT to help achieve a company's environmental and social responsibility objectives.

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Grundon Waste Management

Become an Investor in Wildlife



For £50 a month (or £500 a year + VAT) your company can demonstrate to both employees and customers, your support for the local environment by becoming an Investor in Wildlife.

You will be provided with an opportunity for your company to network with like-minded businesses, demonstrate your brand's commitment to wildlife and help your staff engage with nature to improve their health and wellbeing. Not only will you be helping wildlife when you support us, but you will also receive the following benefits;

■ Investor in Wildlife Logo and Web Recognition

We will list your company as an Investor in Wildlife on our website and will provide you with the Investor in Wildlife logo to use. This logo recognises company support of the Wildlife Trusts. Using this brand on your literature, presentations, website and social media will show your staff and customers your commitment to protecting wildlife.

■ Welcome Pack

To help your staff and customers know that you have supported an important cause, we will supply you with a Welcome Pack including posters and literature to put up in your business premises and guides to our nature reserves to help your staff get the most out of your membership.

Each Welcome Pack includes the following:

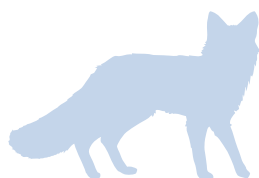
- **10 posters** that provide information about; 'Nature's Health Service', local nature reserves, wildlife identification, and partnering with BBOWT.
- **5 copies of the Wild Guide**, which contains information about all of our nature reserves in the three counties.
- **20 copies of our Events Calendar** (sent 3 times a year), which will keep your staff up to date with events they can attend to learn more about nature.

■ Investor in Wildlife Network

To support the Investor in Wildlife network, we will send you a quarterly email covering the work of the network and the Wildlife Trust which can be tailored to include your own messages. We will also host at least two networking events for Investors in Wildlife members a year, where there will be presentations on the work of BBOWT and the network.

www.bbowl.org.uk

Photos: Clive Ormonde, Stacey Doran



We want our employees to see our commitment to the local environment and to give them the opportunity to do something practical. BBOWT is a perfect fit - they are local, flexible and have a great team to help us to do various activities which support their cause. We would recommend any business to set up a relationship with BBOWT.



Taylor and Francis

How to engage BBOWT

If you are interested in joining us as an Investor in Wildlife we would love to hear from you. Please email or call the Head of Fundraising, **Laura Pepper, on laurapepper@bbowl.org.uk or 01865 775476 (ext 223)** to arrange a meeting.

We can also support an enhanced, bespoke package to include:

■ Employee Nature's Health and Wellbeing Programme –

The effect nature has on our well-being is well documented, our programme represents a great low-cost opportunity for company health and well-being strategies.

■ Sponsoring your Local Wildlife Trust –

You can improve brand exposure and engagement with staff by supporting conservation projects, environmental education, wildlife events, nature reserves, urban projects or wider landscape conservation work.

■ Marketing with BBOWT -

If you have a product which supports wildlife conservation or would appeal to an audience interested in nature, we may be able to provide a bespoke marketing solution.

All members of the Investors in Wildlife network support BBOWT's vision to create an environment rich in wildlife that is valued by all.

