



Marwell Wildlife



Registered charity number 275433

www.marwell.org.uk

 MarwellWildlife

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Why we need your support:

Please join us in fundraising for Marwell Wildlife. You'll not only be raising money to support our conservation work and the care of our animals in the zoo, you'll also be encouraging understanding and inspiring care for the natural world in your own community.

What's in this pack:

- 🦋 Fundraising ideas
- 🦋 5 step planner
- 🦋 Advice on keeping it safe and legal
- 🦋 How to send in the money you raise

Keen to find out more? If you have any questions about how you might support us then don't hesitate to get in touch:

email: fundraising@marwell.org.uk

call: 01962 777988



Marwell in action

Marwell Wildlife is a conservation charity and our vision is of a world where people live in balance with nature. Our Conservation Biologists – both office and field based – are action oriented, working in partnership with communities, statutory agencies and other non-governmental organisations from around the world.


They're delivering wildlife conservation programmes ranging from the reintroduction of desert antelopes in the Sahara through to community based projects in northern Kenya, black and white rhino conservation in Zimbabwe and habitat restoration in the south of England.

These projects are making a positive and enduring impact, especially in northern Kenya where the fortunes of Grevy's zebra and elephants have vastly improved and people in community conservancies are feeling the benefits of greater security and access to services derived from their conservation activities.

Many animals in our collection form part of European Endangered species breeding Programmes (EEPs), helping to ensure that we retain genetically sound, safety net populations of species that might be extinct or critically endangered in the wild. Without zoos helping to create these populations animals such as the **scimitar-horned oryx** or **Grevy's zebra** could **become extinct forever**.

You can find out more about the great work we're doing at marwell.org.uk/conservation.

These successful outcomes are great BUT there is so much more that needs to be done. Please raise funds to help us secure the future of wildlife for generations to come.



A donation of 50p
could provide a
herring lunch for
a Humboldt penguin

How your donation might help

£10

£10 could buy a tank
for our **Partula snails**
which are **extinct**
in the wild.

£144

£144 could buy a
surveillance camera
to find out what our
secretive birds are up
to when the keepers
are not around.

£240

£240 could buy
enough **hay** to feed
our zoo animals
for two days.

£543

£543 could buy
a thermal imaging
camera to help us
design new exhibits
for our reptiles
and amphibians.

CAKE
SALE?



fundraising ideas

Here are a few to get you started.

Everyone loves cakes so why not have a **cake sale** at school, or at work? Or have a **talent show** or **animal dress down day**? Hold a **charity** netball or football **tournament**. Organise a **raffle** • **Donate** a day's wages and ask your employer to match your donation • Do a sponsored **job swap** • Run an **office Olympics**, a **sweepstake**, **social evening**, or **casino evening**. Or how about a sponsored **dog walk**, **car boot sale**, **car wash**, **swim**, **fun run**, **scuba dive**, **bungee jump**, a **trek** or **skydive**?



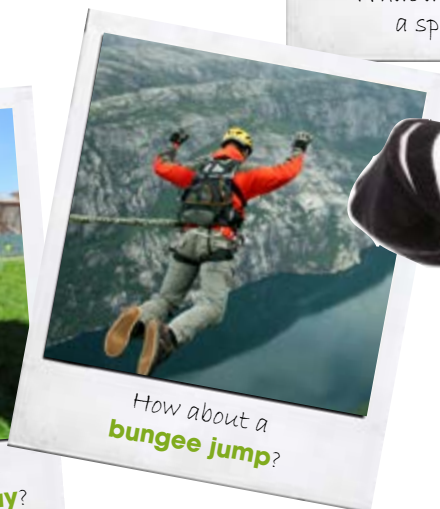
Fancy a
face painting event?



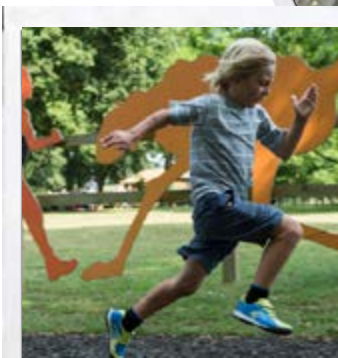
School **fancy dress** fair?



Organise your work's
animal dress down day?



How about a
bungee jump?



What about **running**
a sports day?



Up for an **abseil**?



Your 5 step Planner

1. **Plan!** Set deadlines for each step.
2. **Advertise** your event (using the **posters** and **sponsorship forms** on our website).
3. Have fun! **Take lots of photos** and send them in – we might feature you in Marwell News or our e-newsletter.
4. **Send in your donation** – more on this on the next page.
5. **Thank your supporters!** Once we have received your donation we will send you a thank you certificate. Make sure you thank all the people who helped and supported you - it will encourage them to back you again.

Inspired?

Once you've decided what you'd like to do to raise money, follow these 5 easy steps...



What to do next

Once you've finished your fundraising activity, please send in your donation:



Post a cheque made payable to **Marwell Wildlife** to:
Fundraising Office
Marwell Wildlife, Colden Common
Winchester, Hampshire,
SO21 1JH



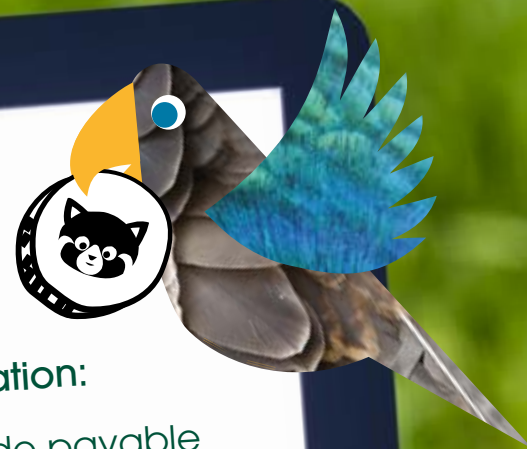
Pay by credit or debit card over the phone. Just call us on **01962 777988**



Drop your cash into the membership cabin at the zoo.



Set up a **JustGiving** account at **JustGiving.com**



Keeping it safe and legal:

Please take note of the following:



Legal

Please ensure that any publicity and/or fundraising materials you create yourself include the line:

In support of Marwell Wildlife, registered charity number 275433.

We would recommend that you to refer to the Gambling Commission guidance at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk). Children (under 16) involved in fundraising must gain permission from their parent or guardian before taking part, and must be properly supervised by a responsible adult. Do not let children collect money from strangers.

Safety

Your safety is paramount so consider any health and safety issues around your planned activity. Make sure your venue is safe and obtain appropriate insurance cover. Carry out a risk assessment and make sure all participants are fully briefed about the activity.

[Download our template](#) as a starting point.

Insurance

If you will be collecting and carrying around money, think of your security and pay it in as soon as possible. Marwell Wildlife is not responsible for organising, supervising or hosting your fundraising activity. All activities and participation in them are at the organisers' and participants' own risk. Marwell Wildlife does not accept responsibility or liability for any loss or damage, or for any death or personal injury, arising out of any fundraising activity, including liability as a result of negligence. Most venues will have insurance to cover events by so please check before booking a venue.

Permission

Charity events do sometimes cause disruption and while most people make allowances please don't take this for granted. If you wish to collect money door to door or in a public place, you will need a licence from your local authority. Further details about public collections should be available on your local authority's website. If you wish to hold a raffle, lottery or sweepstake or a pay-to-enter competition, please observe the strict laws surrounding this type of activity.

Risk assessment

Don't forget to do a risk assessment for your fundraising event. You can [download a template from our website](#) to help you out.



Other ways to support us:

With a staggering annual food bill of £245,000+ you can imagine that every little helps.

Make a donation:

You could make a one off or regular donation – just call our fundraising team on **01962 777988**

Adopt an animal:

Adopt your favourite animal from just £45 and enjoy a fabulous day out at Marwell Zoo plus a fun filled adoption pack.

Become an annual member:

Relax, explore, discover – every day offers something new at Marwell Zoo. Membership packages start from £40 and include unlimited entry for 12 months plus a huge range of other benefits. Join online today or call our team on **01962 777960** to find out more.

Amazon wishlist:

Our keepers have chosen the perfect gifts for our animals at amazon.co.uk. Head on over and make a monkey's day.

Leave a gift in your will:

Leaving a gift in your will to Marwell Wildlife is one of the best ways in which you can help us secure a better future for endangered wildlife and habitats for generations to come. We've captured all the important details in our legacy leaflet but please do not hesitate to contact us on **01962 777988** or by email fundraising@marwell.org.uk if you have any questions.

