

**DO
IT
FOR
THE
PANDA**





LET'S ALL DO IT FOR THE PANDA.

WELCOME TO THE PANDA MADE ME DO IT TEAM

YOU'RE PART OF A WORLDWIDE MOVEMENT OF PEOPLE
WHO THINK OUR PLANET IS AMAZING AND WORTH LOOKING AFTER.
WE THINK YOU'RE PRETTY AMAZING TOO.

This pack contains everything you need to get going and start
raising funds for WWF's work in the UK and worldwide.

Let's go!

Questions? Get in touch with Team Panda HQ at:



01483 426 333



TEAMPANDA@WWF.ORG.UK

GO TEAM PANDA

WHAT WE DO

By supporting team panda you make all of this and more possible...

10%

We've protected and connected key habitats, and encouraged locals to manage land in ways that benefit Iberian lynx. It's helped numbers rise by up to 10% in a year



83%



A law we've helped develop sets a target to reduce greenhouse gas emissions from deforestation in the Amazon state of Acre by 83% by 2020

90%



Our project in Paraguay has helped reduce the rate of deforestation in its Atlantic forests by 90%

94,000 SQ KM

We have helped kick-start efforts that led to 94,000 sq km of high seas being protected. It's an important foraging area for Adélie penguins



39%

By using new farming methods we've promoted, cotton farmers in Pakistan have reduced their water use by 39%



39



Population numbers of 39 threatened species have improved thanks to protected areas we've helped to establish along the Yangtze

5000



We're working to restore 2,400 hectares of degraded forest in Borneo – helping to protect the home of the Orang-utan

880

We have been part of the conservation effort that has seen the total world population of Mountain gorillas rise to 880



X2

We helped organise a world first – a forum at which all tiger range countries endorsed measures to double wild tiger numbers by 2022



GET SET

SO YOU'VE GOT YOUR FUNDRAISING GOAL.
HERE'S HOW TO MAKE SURE YOU HIT IT.

GET ONLINE

Set up your own personal online sponsorship form with JustGiving. The online system really is straightforward to use and will save you time and energy. Visit justgiving.com/WWF, choose the event you're participating in and follow the simple instructions to build your page.

(There's also a handy printed sponsorship form in this pack for anyone who's not online)

GET IT OUT THERE

Share your page with your family, your friends and your colleagues. If you ask nicely, they might even share it with their friends. And don't forget to ask your five-a-side team, your yoga class or any other local groups you're part of.

Team tip: An effortless way to increase your sponsorship is to ask your employer to support you by matching pound for pound what you raise!

Team tip: Make sure the first sponsorship pledge is a high one as it sets a good example for others to follow.



GO TEAM PANDA



GO

THERE'S LOTS OF FUN STUFF YOU CAN DO TO GET THE MONEY ROLLING IN. HERE ARE A FEW OF OUR FAVOURITE THINGS TO DO TO BOOST DONATIONS.

Team tip: Are you cycling, running or doing a triathlon? You will find detailed training guides at wwf.org.uk/events



FUN STUFF

- Ask friends to donate £10 or more instead of buying you a birthday gift.
- Hold a pub quiz and charge £8 per team entry or £2 per person.
- Organise a treasure hunt and ask everyone joining in to donate £1 for every item they find.
- Host a dinner and ask everyone to donate in return for cooking for them.

SPORTY STUFF

- Ask your yoga group to hold a yoga marathon, and ask your friends to donate to take part too.
- Organise a bike ride, walk or swim for a group of sporty friends in return for a £10 donation.
- Do some chores in return for a generous donation for example, you could clean a friend's house, walk your neighbour's dog or do their ironing!

WORK STUFF

- Hold a 'guess the baby' competition where everyone pays £1 to bring in a photo of themselves as a baby and colleagues then guess who's who! Give the winner a prize, such as a box of chocolates.
- Encourage colleagues to bring in a homemade lunch for a week and donate what they would normally spend on lunch.
- Set a rule that if someone's mobile phone rings during a meeting or presentation they have to donate £5.

OTHER STUFF

- Jumble sales and car boot sales are always popular and a great way to raise money and recycle unwanted items too!
- Gather any clothes you no longer want and invite friends to a clothes swap morning, and charge an entry fee of £5 per person.
- Get in touch with your local arts centre, drama group, orchestra or choir and organise a charity performance.

MAKE A DAY OF IT

Events are a great way to raise money. Here's how to do it:

- **What** – choose a fun format or theme for your event
- **Where** – decide on a location
- **When** – pick a date

PROMOTE

- Download and use our promotional posters from wwf.org.uk/events
- Contact your local paper and tell them about your event. They often cover local feel-good stories.

DO IT RIGHT

LIKE EVERY CHARITY, WWF IS GOVERNED BY LOTS OF DIFFERENT RULES AND REGULATIONS. HERE'S WHAT YOU NEED TO KNOW ABOUT RAISING FUNDS THE RIGHT WAY. IT'S ALL PRETTY STRAIGHTFORWARD STUFF BUT IF YOU NEED ANY MORE INFORMATION OR IF ANYTHING ISN'T CLEAR, JUST GET IN TOUCH WITH US AT TEAMPANDA@WWF.ORG.UK

YOU AND WWF

Our supporters raise funds in aid of WWF, but don't represent WWF. So don't talk about WWF's policies or stance on specific issues (for example in press releases, in publicity or other materials for your event).

OUR LOGO

Please use the downloadable materials we have designed for you at wwf.org.uk to promote your fundraising activities.

Please do not use the WWF logo on any materials you create yourself without approval from WWF.

INSURANCE

If you are planning an event that involves the general public in any way you'll need to budget for public liability insurance, (you can get this from any insurer. If you are holding the event in a place which has liability insurance (such as a school, workplace, community centre etc), you should check with them if any cover is available under their insurance and whether or not you need to arrange extra cover.

MONEY - COLLECTING IT AND SENDING IT IN

If you want to collect donations at your event, be aware that public collections 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 WWF-UK rather than to you personally.

Make sure any coins and notes donated are kept in a secure place and banked as soon as possible, then write a cheque to WWF-UK for this amount to avoid sending cash in the post. Any expenses to be recovered from your event should only be deducted with the prior agreement of WWF.

Ensure all funds that you have raised are returned to WWF by any deadline we have set. If no specific deadline has been set, please return all funds to WWF within 30 days of your event or within 30 days of collecting all your sponsorship.

TAKE CARE

WWF 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 if your activity is carried out within the workplace it must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since. See www.hse.gov.uk

ADVENTURE ACTIVITIES

WWF does not encourage risky activities like parachuting, bungee jumping or rock climbing for example. Neither do we encourage travelling to other countries as part of your fundraising activities.

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.

ALCOHOL

Selling alcohol as part of your event requires a temporary licence. You'll need to apply for it at your local magistrate's court at least a month in advance. You can, however, offer alcohol but not charge for it, without getting a licence. If you choose this route, make it clear what is being offered and how much - for example, 'free glass of wine with every ticket'.

Another option is to hold your event on licensed premises or ask your local pub to organise the bar at your venue.

This ensures that there is a licensee responsible for the sale of alcohol and you won't need to apply for a separate licence yourself.

LOTTERIES AND RAFFLES

Legally, lotteries and raffles are defined in the same way and the same rules apply to both. There are three types of lottery:

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.

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.

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 WWF cannot supply prizes for lotteries and raffles.

KEEP IT GREEN!

Please remember to keep the environment in mind when planning your fundraising activities. Here are some simple guidelines to help you:

- Try to travel by public transport, walk or cycle - and encourage others to do the same
- Buying locally produced goods and materials will also cut down on your carbon footprint
- If you use flyers, try printing on both sides to save paper and use recycled materials
- If you're providing refreshments, opt for organic and Fairtrade varieties wherever possible
- Try to limit the amount of meat and dairy products, and where possible buy food that's local and in season
- Why not try putting suitable food leftovers in a compost heap or donate any surplus food to a local homeless shelter
- Use reusable cutlery, cups and plates made from china or glass for example rather than disposable varieties as this will avoid creating too much waste
- Collect any paper, cans and plastic so that you can recycle them

AND FINALLY...

GOOD LUCK WITH REACHING AND EVEN EXCEEDING YOUR SPONSORSHIP TARGET! THANK YOU FOR BEING PART OF TEAM PANDA. WE SALUTE YOU.

GO TEAM PANDA

