

5 JUNE 2015
WWF.ORG.UK/WILD

WEAR IT WILD

GO WILD FOR YOUR PLANET
DRESS TO EXPRESS YOUR WILD SIDE
A fundraising guide for schools





ROAR INT

Our planet is full of wonderful wildlife that enriches our lives. But, sadly, we're losing many animals forever because of our own actions.

In fact, our latest Living Planet Report reveals that wildlife populations worldwide have declined by 52% since 1970.

This is why we'd love you and your school to take part in **Wear it Wild**. It's a celebration of all things wild and an incredibly fun way to raise money to help us create a future in which people and nature thrive.

By dressing tough like a tiger, getting flashy like a flamingo or strutting your stuff like a snow leopard, you can protect incredible wildlife like the Bengal tiger and help to reduce humanity's impact on the planet.



O ACTION

But taking part in **Wear it Wild** on **Friday 5 June** – or any other day you choose – doesn't just have to involve dressing up as a favourite animal or sporting some fiercely wild accessories. Oh yes, there are plenty of great ways you can make sure your fundraising event delivers even more.

Just read through this fundraising guide and in no time you'll be roaring into action like a hungry lion ready for its dinner.

Good luck and thank you for your support.

FUR ENOUGH

Whatever animal costumes you, your pupils and your colleagues buy or create for **Wear it Wild**, please make sure it doesn't feature real fur. Only ever use fake fur and try to recycle clothes for costumes as much as possible.

Also see our 'How to be wild and green' section on page 12.

TERRIFIC TOP TIPS

FOR THE PERFECT WEAR IT WILD EVENT

1. CHOOSE YOUR FAVOURITE FUNDRAISING IDEAS - MAKE YOUR EVENT EXTRA SPECIAL

Asking people to donate money to dress like a wild animal is great, but there are many other things you can do to make your **Wear it Wild** event extra special. Take a look at the ideas on pages 8–11 for some inspiration.


2. PICK A GOOD DATE AND TIME - CONVENIENT FOR ALL

Ideally, we'd love you to fundraise on **Friday 5 June**. But if that's not possible, please choose any other date that suits your school and aim for a time that's convenient for pupils, colleagues and parents to attend.

3. USE OUR PROMOTIONAL MATERIALS - VISIT WWF.ORG.UK/WILD

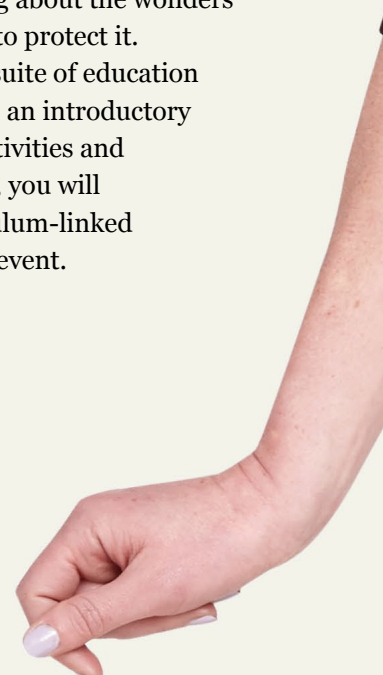
In your **Wear it Wild** pack you'll find lots of great resources you can use before, during and after your event. Please try to make the most of them. Also feel free to contact the **Wear it Wild** team if you need any more.

4. GET NOTICED - TELL PEOPLE ALL ABOUT WEAR IT WILD

Use your school's website, Facebook, Twitter and other social media to tell people all about your **Wear it Wild** event and why you're fundraising. Also make sure you post some great pics from your event, shortly after the big day. Remember to tag @wwf_uk and #WearitWild so we can retweet you! 

5. GO WILD IN THE CLASSROOM - LEARN ABOUT THE NATURAL WORLD

Taking part in **Wear it Wild** is a fantastic way to develop your pupils' understanding about the wonders of our natural world and the need to protect it. Our schools team are preparing a suite of education resources to support you including an introductory film, assembly ideas, classroom activities and worksheets. As a registered school, you will automatically be sent these curriculum-linked resources in plenty of time for the event.





EVEN MORE FUNDRAISING IDEAS...

If you're still looking for the perfect fundraising idea after reading this guide, head over to wwf.org.uk/wild for further brilliant suggestions.

Why not email teampanda@wwf.org.uk and order a copy of Team Panda's *Wonderful World of Fundraising*. It's crammed full of weird and wonderful ways to raise money for WWF.

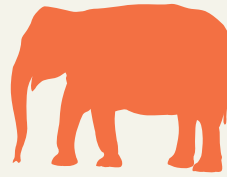
We'd also love you to email us descriptions of **Wear it Wild** fundraising events you've organised that aren't featured in this guide. Our aim is to feature some of the best ones in future editions of this guide so email us at wearitwild@wwf.org.uk

WHY YOUR FUNDRAISING IS SO IMPORTANT

In just 45 years a lot has happened to our precious planet. Here are some of the shocking statistics from our 2014 Living Planet Report (wwf.org.uk/livingplanetreport):



DOWN BY 52%
WILDLIFE POPULATIONS
AROUND THE WORLD



DOWN BY 39%
POPULATIONS OF
LAND-BASED AND
MARINE WILDLIFE



DOWN BY 76%
WILDLIFE IN OUR RIVERS,
LAKES AND WETLANDS.
THAT'S ALMOST TWICE
THE AVERAGE LOSS OF
LAND MARINE SPECIES
POPULATIONS



DOWN BY 63%
WILDLIFE POPULATIONS
IN THE TROPICS, THE
BAND EITHER SIDE OF
THE EQUATOR



DOWN BY 83%
DRAMATIC REGIONAL
DECLINES OF WILDLIFE
IN CENTRAL AND
SOUTH AMERICA

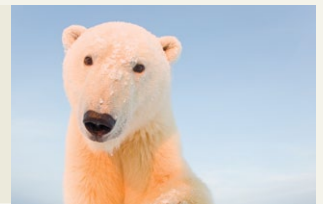
WWF's ultimate goal is to create a future in which people and nature thrive. We know this will take time, money and hard work to achieve - and we can't do it without you. Every penny you raise will help us address growing threats to our natural world.

HOW WE'LL USE THE MONEY YOU RAISE

However you and your school decide to be part of Wear it Wild, we'll convert your time, your energy and your fundraising total into solutions to some of the planet's most serious environmental challenges.

£4

£4 raised from dressing as a wild animal for the day could fund a transponder micro-chip to track a polar bear's movements across the Arctic.



© naturapi.com /
Steven Kazdowski / WWF

£25

£25 raised from a WWF quiz could fund the cultivation and planting of over 800 tree seedlings to restore a deforested area vital for tigers.



© WWF-Indonesia /
Tiger Survey Team

£50

£50 raised from a wild BBQ could share tools and techniques with 25 farmers in Kenya so they can protect their crops from elephants without harming them.



© Brent Stilton / Getty Images

£100

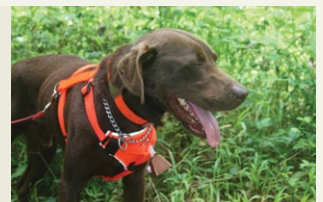
£100 raised from a dangerously good bake sale could buy a pair of binoculars for rangers helping to protect Amur leopards in the Russian Far East. Currently, there are only around 70 of these leopards left in the wild.



© David Lawson / WWF-UK

£750

£750 raised from an animal fancy dress party could pay for a wildlife sniffer dog to work on patrols sniffing out smuggled wildlife products like rhino horn and tiger bone.



© WWF-Greater Mekong

£2,000

£2,000 raised from an Animal Olympics featuring people taking on the cheetah sprint and kangaroo long jump could fund six cameras to monitor rhinos in a sanctuary where they'll be protected from poachers.



© naturapi.com /
Mark Camwardine / WWF

GET FUNDRA

There are plenty of fundraising activities, you, your pupils and your colleagues can get involved in and have fun in the run up to and on the day of your Wear it Wild event. Just make sure everyone knows what they're doing and has plenty of time to raise money.



RAISING



BAKE SALE

Ask pupils and colleagues to bake something yummy for a bake sale at your school. It could be panda-shaped biscuits, gingerbread animals, cupcakes themed on your favourite animal's colouring – even an entire cake made to look like an animal hero. Take a look at our **Wear it Wild** recipe book for some inspiration and remember to use certified products such as Fairtrade sugar or chocolate when you can. Download from wwf.org.uk/wild

PROTECTING THE ORANG-UTAN

We're working to restore 2,400 hectares of degraded forest in Borneo, to help protect the home of the orang-utan.



FACE PAINTING

If you know any older pupils or teachers who are good at art, ask them to offer face painting – but make sure you have parental consent first. Alternatively, you could ask a professional face painter if they would provide their services for free, or donate a percentage of their takings from your event. Download our face painting guide from wwf.org.uk/wild



SECOND-HAND SALE

Ask parents/carers to donate old toys, clothes and books for a bring-and-buy sale. Open up your sale to your local community.



CRAFT SALE

As part of art or design classes, ask pupils to create items they could sell as part of a craft sale. These could include painted stones that could be used as paperweights or doorstops, animals made out of recyclable items or paintings of wildlife. You could also ask local artists and businesses if they would like to support your fundraising by donating some of their handicrafts to your sale.



SPONSORED GIVE IT UP

Encourage pupils and teachers to get sponsored to give up something in the lead up to your event. Popular things people go without are Facebook, their phone, chocolate and sweets. Children and adults could also give up using their car and walk or use the school bus instead, which is good for the planet.



IT'S QUIZ TIME

Organise a quiz for your class that they can only enter by giving a donation. You could hold this during the school day, at lunch or after school. All of your questions could be animal related or focus on countries where we carry out our work. Make sure you have a good prize.



YOUR CHOICE-ATHON

Hula hooping, disco dancing, playing board games – there are plenty of things that children (and adults) can do for a really long time to raise money. And if everyone is dressed as a guinea pig, giant tortoise, iguana or ostrich, there's even more chance that the cash will roll in.

GRRREAT



BEST DRESSED COMPETITION

We're sure plenty of pupils and staff at your school love dressing up and enjoy a bit of competition. This makes **Wear it Wild** perfect for a fancy dress contest. Like all good TV talent shows, simply ask people to give a small sum of money to vote. Also try to get a local business to donate a prize for the best dressed.

PROTECTING THE MOUNTAIN GORILLA

We've worked with the International Gorilla Conservation Programme to help the critically endangered mountain gorilla. With their populations now reaching 880, mountain gorillas are the only species of great ape whose numbers are increasing.





GARDEN PARTY, BBQ OR PICNIC

Make the most of the summer and organise an outdoor gathering. Your pupils could whip up some animal-themed treats and ask other pupils and staff to give a donation to enjoy them. You could also organise games that people have to pay to take part in.

IDEAS



FUN RUN OR SPONSORED WALK

What could be more fun than organising a run or walk that involves everyone from your school dressing up as lions, tigers, bears, emus, gazelles or three-toed sloths? Only donning your new panda suit and joining them.



PARTY ANIMAL OR SOMETHING MORE SOPHISTICATED

Hire a local venue and put on an animal-themed disco for your pupils that's sure to be wild in the best possible way. Or how about asking pupils and staff to put on their best attire to attend an animal masked ball that's perfect for preening peacocks?



© naturepl.com / Tim Laman / WWF

HELPING TO PROTECT PENGUINS

We helped kick-start international efforts to protect 94,000 sq km of high seas in the Antarctic – an important foraging area for Adélie penguins.



FOOTBALL, RUGBY OR CRICKET MATCH

Imagine the scene: 90 minutes have gone and the game is in injury time. The scores are locked at 1–1 when the ant eater on the right curls in a corner that's met by a thumping header from the centre back dressed as a flamingo. Goal! It's what strange dreams are made of – and great fundraising.



PUT ON A SHOW

Organise a talent contest, musical event, fashion show or dramatic performance that people have to donate to attend. Try to make it animal themed, such as a concert of songs from *The Jungle Book* and *The Lion King*.



ANIMAL OLYMPICS

Turn your school's sports day into an animal themed Olympics. Divide pupils into animal teams. Events could include the three-legged flamingo race, the cheetah sprint and the kangaroo long jump. Award the WWF Cup to the winning team.

HOW TO BE

WILD AND

WILD OUTFITS

Encourage your pupils and colleagues to use recycled clothes from charity shops or jumble sales, or old clothes they or their family members don't wear any more, to create their outfits. Please remind pupils to get the permission of family members before they start to use any of their clothes for their outfit.

Children and adults are also likely to have access to plenty of recyclable items, such as paper, cardboard and plastic, that they could use to create their wild costumes. You could even make 'recyclable fancy dress' the theme of your school's **Wear it Wild** event.

Important: tell pupils and colleagues never to create or buy a costume that features real fur. Always use or check that an item features fake fur.



GREEN

DECORATIONS

To create a really wild environment for your event, your pupils and colleagues could decorate your venue with fallen branches and other green trimmings from their gardens or local parks.

You could also paint recyclable items including paper, cardboard, plastic bottles and tin cans and use them to decorate your venue.

We've also got a great template for **Wear it Wild** bunting, which you can download from wwf.org.uk/wild

If you do decide to buy decorations, make sure they're made from a biodegradable material such as paper, cotton or flowers. Avoid buying or using plastic decorations, including balloons.

TABLEWARE

Try to use ceramic plates belonging to your school. If that's not possible or practical, especially with children around, try to use plain plates made out of recyclable paper, as they will be cheap and biodegradable, unlike plastic plates.

You should also be able to find paper tablecloths that are biodegradable too. Or even better would be some large sheets of plain white paper. As well as having a low environmental impact, children can decorate them during your **Wear it Wild** event with wax crayons (preferable to felt tip pens).

Try to use your school's cutlery, rather than buying anything new. If you do need to buy new cutlery, make sure it's made from a biodegradable material such as FSC wood. Avoid plastic forks, knives and spoons.

YOUR FREE WEAR IT WILD RESOURCES

As a registered school you will be sent a range of curriculum-linked resources to help your pupils to find out more about some of the world's most endangered and iconic animals.

The resources will include an introductory film, assembly, classroom activities and pupil resource sheets all linked to key curriculum subjects such as Geography, Science, Art and Literacy.

STAY INVOLVED

There are lots of ways that your school can stay involved in our work including:



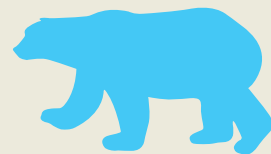
GREEN AMBASSADORS

Our Green Ambassadors scheme is a great way to get your pupils interested and taking action on important environmental issues. Plus, it can also help your school reduce its environmental impact. Find out more: wwf.org.uk/greenambassadors



ONE PLANET FUTURE

Want to find out more about WWF's work? Request a FREE copy of WWF's One Planet Future pack which contains ideas for assemblies and classroom activities linked to WWF's work. An inspiring film accompanies the pack – wwf.org.uk/opfpack

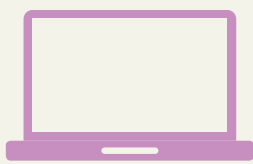


ADOPT AN ANIMAL

Why not adopt a polar bear, panda or tiger through WWF for your class? You'll receive regular updates and a class mascot to thank you for your support. Find out more: support.wwf.org.uk

HOW TO DONATE

THE MONEY YOU RAISE



SET UP AN ONLINE FUNDRAISING PAGE

Sites such as JustGiving and Virgin Money Giving are great to collect sponsorship money. Simply follow the instructions on the sites to set up a **Wear it Wild** page.

Top tips

- Make sure your fundraising pages describe what **Wear it Wild** is all about and how the money raised will help the planet.
- Use email, Facebook, Twitter and other social media to let everyone know about your fundraising pages. Remember to tag @WWF_UK and #WearitWild
- Try and make sure that the first donation on a fundraising page is for a good amount. People will follow suit.



TEXT TO DONATE

Another really easy way that everyone can donate to **Wear it Wild** is through our text to donate number.



Text **WILD** to **70060** to donate £5

This is a charity donation service for WWF-UK. You will be charged £5 plus one message at your standard network rate (age 16 + UK mobiles only). WWF will receive 100% of your gift. We may contact you again in future to tell you more about our work. If you'd prefer that we didn't contact you please text NOCOMMS WWF to 70060. If you wish to discuss this mobile payment call 0203 282 7863. Your donation will help our work to protect endangered species and our other vital work around the world. For more details visit wwf.org.uk/textterms



SENDING MONEY DIRECT TO WWF

First of all, and very importantly, please don't send bank notes or coins to us through the post. This isn't a safe method.

Instead, after your fundraising, bank all of the money you've raised and send a cheque made payable to WWF-UK to:

Wear it Wild
WWF-UK
The Living Planet Centre
Rufford House
Brewery Road
Woking
Surrey GU21 4LL

When you send your cheque, please remember to also download and complete our paying-in form accordingly and send to the address above. This can be downloaded at wwf.org.uk/wild



WEAR IT WILD TEAM

Any questions? Contact the team!


call: 01483 426333

email: wearitwild@wwf.org.uk

post: Wear it Wild Team, WWF-UK, The Living Planet Centre,
Rufford House, Brewery Road, Woking, Surrey GU21 4LL

wwf.org.uk/wild

 Follow us on Facebook

 Twitter #WearitWild



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk

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