



# Yorkshire Wildlife Trust



## Your Fundraising Toolkit

Bring some wild fun into your office and fundraise with your colleagues!



[ywt.org.uk](http://ywt.org.uk)

Yorkshire Wildlife Trust is registered in England no. 409650  
and is a registered charity no. 210807. Registered Office: 1 St George's Place, York, YO24 1GN



Registered with  
**FUNDRAISING  
REGULATOR**

# Thank you for supporting Yorkshire Wildlife Trust

EMIEL MOLENAAR

Together with our supporters and volunteers, we are committed to creating a Yorkshire rich in wildlife for the benefit of everyone. From saving our wildlife and wild places to bringing people closer to nature, we have a vision of a wilder future.

Yorkshire Wildlife Trust manages over 100 nature reserves across Yorkshire: from the iconic and internationally-important 'seabird city' at Flamborough Cliffs in the East, to the great upland swathes of carbon-capturing peatland, we actively manage these wonderfully wild places to ensure wildlife can thrive.

We work across Yorkshire together with a range of partners to protect and connect even more of Yorkshire's wild places giving wildlife the freedom to move and flourish in an ever-changing world. We call this concept a Nature Recovery Network, and any wild space – be it a council-owned park, a farm or a school field or garden – can be an important part of it.

We want to inspire everyone to have a stronger connection with nature; from nature tots to guided walks we enable more people to learn about and love Yorkshire's wildlife. We are also part of The Wildlife Trusts enabling us to work both nationally and locally to influence planning, policy and legislation to ensure a brighter, more considered future for Yorkshire's wildlife.

Unfortunately wildlife and the environment is trouble! '15% of species [are] now threatened with extinction from Great Britain'<sup>1</sup> and 'all the top 10 warmest years since records began have occurred post-1990'. Across Yorkshire, agricultural intensification, urban development and climate change have all had an impact on our wild places over the last century. However we have the chance to make a real difference. Species such as the willow tit are clinging on in Yorkshire when they have been lost elsewhere. We create bigger, better and more connected wild places to allow wildlife to recover.

<sup>1</sup> State of Nature Report 2019



NATHAN ANDERSON

# Fundraising at work

Fundraising in the workplace is a great way to improve staff morale, connect colleagues from different teams together, engage employees with local causes and CSR strategies and to bring some fun competition into the office! By fundraising for Yorkshire Wildlife Trust you're also helping to protect and restore Yorkshire's spectacular wildlife and wild places for the benefit of everyone.

**Go wild, enjoy and good luck!**

It's super easy to get involved:

Step 1

**Who what where when?** Who's taking part? Where will it be held? When would be the best time to get the most people involved? If it's outdoors you need to think about the weather or are people on annual leave at certain times of year?

Step 2

**Promote and Invite!** If it's an internal event be sure to promote it to your colleagues do you have an intranet or employee newsletter? Or if it's a bigger event make sure the local community is aware. There's a handy poster at the back of this to print or you can download it on our website.

Step 3

**Prepare!** Whether you're training for a sporting event or decorating the office for a bake sale make sure you have everything you need! We have donation tins you can borrow as well as leaflets and materials. If your event is taking place in or around the office do you need permission or to complete a risk assessment?

Step 4

**Have fun,** take photos and be sure to put them on social media to show your colleagues, stakeholders and us what you're up to! Don't forget to tag us too.

Step 5

**Donate!** Thank you for taking part; if you have collected cash you can bring it to our office in York. Otherwise you can make your donation by cheque, BACS or online via our website or if you're getting sponsored use JustGiving.

- [www.ywt.org.uk/support-us/donate](http://www.ywt.org.uk/support-us/donate)
- [www.justgiving.com/fundraising/yorkshire-wildlife-trust](http://www.justgiving.com/fundraising/yorkshire-wildlife-trust)
- Cheques made out to Yorkshire Wildlife Trust ,1 St George's Place, York YO24 1GN
- Email: [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk)



**£25**

could provide a volunteer with a litter picker, gloves and sacks to clean Yorkshire's Beaches removing waste, including plastics that never fully biodegrade, which is harmful to wildlife.



**£150**

could support specialist tree work to restore our woodland nature reserves.



**£750**

could buy 2000 native marginal plug plants enough to enhance 200m of riverbank to help species like water voles and great crested newts.



**£2,000**

could help to restore 1600m2 of our iconic Yorkshire peatlands.



# Here's some ideas to get you started,

## but get creative and make up your own too:



- Challenge yourself to go plastic free for a week with your office snacks - and then charge a £1 fine for every plastic wrapped snack that sneaks in!
- Host a 'Wear Your Wellies to Work' day; charge colleagues £1 and have fun finding out who has the most stylish pair!



- Have a competitive litter pick! Get sponsored to pick litter around your work place or at home.
- Encourage everyone to wear wildlife fancy dress to the office and ask for a donation from everyone who joins in.

- Why not ask your local bakery or store if they can supply cakes at a discounted price and the sell them at the office at the regular retail price and then donate the difference?



- Have an office picnic: head outside at lunch time and share some food.
- Have a gardening or growing competition; who can grow the tallest sunflower or the most tomatoes?

- Swim, run, walk, cycle, row, dance: challenge yourself to undertake a sporty race - whether that's a dance-athon or marathon.
- The Great Wild Bake Off – who can create the wildest cake?
- Or how about a quiz, bingo, board game night or karaoke session?



## Don't forget!

Can your employer match fund your donation? Speak to your line manager to see if the company offers match funding to double your fundraising donation.

- Be seen to be green. Don't forget to make your event as environmentally-friendly as possible. Avoid using items which could be harmful to wildlife and the environment, such as plastic bags, balloons and lanterns. If you're hosting an event make sure people can get to your event by public transport/walking/cycling; and remember to recycle as much as possible!
- We can provide branded collection tins and buckets to help collect donations in a safe and secure way.
- We do not recommend any activities involving alcohol.
- Make sure our charity number and website is on any promotional material\*
- Be sure to check fundraising regulations and always operate within the law, especially if organising a raffle or lottery style activity. If in doubt give us a call or email [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk)
- Celebrate your success; put your story on social media, in the local paper, on the staff intranet - and don't forget to let us know so we can share your success.

\*charity number 210807 and registered in England 409650



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Registered Office: 1 St George's Place, York, YO24 1GN Photo: Ilana Grostern

## We're holding a ...

## Venue:

## Date and time:

## How to join in ...