



Yorkshire Wildlife Trust



Your Virtual Fundraising Toolkit

Now more than ever we are enjoying our connection with the natural world and at the same time missing our connection with each other: here's some virtual fundraising ideas to help you and your colleagues keep in touch and connected with wildlife.

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**

JON HAWKINS



Thank you for supporting Yorkshire Wildlife Trust

TOM MARSHALL

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.

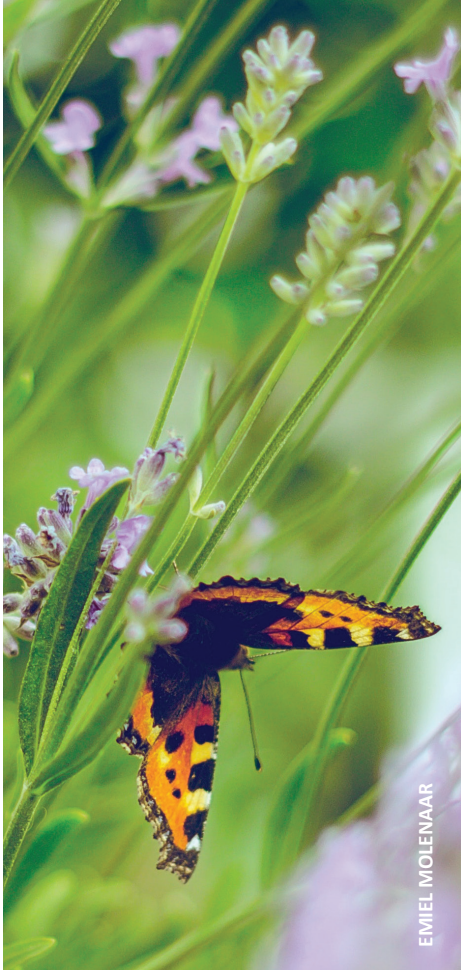
Yorkshire Wildlife Trust manages over 100 nature reserves across Yorkshire: from the iconic and internationally-important ‘seabird city’ at Flamborough Cliffs in the East, to the great upland swathes of carbon-capturing peatland, we actively manage these wonderfully wild places to ensure wildlife can 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’¹ 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.

¹ State of Nature Report 2019



EMIEL MOLENAAR

Fundraising at work

Virtual fundraising is a great way to improve staff morale, bring colleagues together through video calls and activities, engage employees with local causes and CSR strategies and to have some fun at the same time.

By choosing to take part in a fundraising activity for Yorkshire Wildlife Trust you are helping to keep wildlife and wild places special. Like many of you we are currently unable to carry out our normal work and this putting wildlife all across Yorkshire at risk. Whether that's from invasive non-native species that now have the freedom to spread even further without our staff on site to manage, or the pollution that's building in our oceans without our support to local fisherman to remove the waste. That's why we need your help now. **Go wild, enjoy and good Luck!**

Virtual fundraising is easier than you might think:

Step 1

Who, what, where, when? Who's taking part? Where will it be held, Zoom, Microsoft teams, Skype etc? When would be the best time to get the most people involved? If it's outdoors (e.g. a wildlife gardening class) you need to think about the weather, or are certain time of the day better than others for those who are home schooling or still at work?

Step 2

Promote and Invite! Make sure you put your event on your intranet, in your staff bulletin etc, or why not use an Outlook Invite so it goes in people's calendars? The more people that get involved the more fun it will be.

Step 3

Prepare! Whether you're wearing fancy dress for an all staff meeting, a step count competition or holding a virtual pub quiz make sure everyone has the right software, the questions are written or you have a step counting app!

Step 4

Have fun! Take photos or screen shots and be sure to put them on social media show your colleagues, stakeholders and us what you're up to! And don't forget to tag us.

Donate! Thank you for taking part! You can make your donation by cheque, BACS or online via our website or if it's a sponsored event use JustGiving. We appreciate people are struggling at the moment, but small donations add up. Could you donate part of the money you'd normally spend on your train tickets or petrol to get to the office?

- www.ywt.org.uk/support-us/donate
- 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



£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:



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- Have a virtual pub quiz or bingo night.
- Have a step count competition: track your steps during your daily exercise and create a leader board to see how can do the most steps with a small donation to participate.



- Have a gardening competition who can grow the biggest sunflower or most tomatoes?
- Get creative: you know your team mates the best, what would get your colleagues going wild for fundraising?



KARI SHEA

- Sponsor each other to go a week without snacks wrapped in plastic.
- Share your skills for a donation: Is one of your colleagues a creative cook, a yoga enthusiast, workout warrior or gardening guru? Set up a video conference class and share a new skill, everyone that joins the class pays a few pounds to join in and you have the chance to learn something new each week too.



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 you with collection tins that meet fundraising regulations and laws.
- 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 it's raffle or lottery type event. If in doubt give us a call or email fundraising@ywt.org.uk

*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 ...