



**Yorkshire  
Wildlife Trust**



## #TeamWilder Community Toolkit: Next Steps for Nature

Even more ways to help Yorkshire's wildlife...

### 1. Become a member

Regular support from our incredible community is the basis from which all our work grows. We simply couldn't achieve what we do without our members.

Discover why membership matters and join our fight for wildlife in Yorkshire at [www.ywt.org.uk/membership](http://www.ywt.org.uk/membership)

### 2. Get volunteering

Incredible wild spaces, working alongside inspiring friends and supporting your local wildlife - that's why our volunteers keep coming back.

All across Yorkshire people give us their spare minutes, hours and days on beaches, under trees, amongst meadows and in communities, schools and offices.

Over **1000 volunteers** are working together to create a Yorkshire rich in wildlife for everyone and you can be a part of it too. However much time you have and whatever skills and experience you bring **there are many ways in which you can help the wildlife living on your doorstep.**

With so much to get involved in, **we're sure we've got something for you**; raking hay meadows, leading rockpooling, keeping watch over our sheep and cattle or supporting us in the office. Our opportunities can fit around the rest of your life, from one-off practical conservation days to regular commitments on our reserves or from home.

Whatever you decide to do, you'll be **part of a fantastic team** helping to protect and share the amazing wildlife that calls Yorkshire home.

Find opportunities near you at [www.ywt.org.uk/get-involved/volunteer](http://www.ywt.org.uk/get-involved/volunteer)

### 3. Support our urgent appeals

From time to time we need to ask for rapid assistance on behalf of Yorkshire's wildlife and wild places. Please help us respond to the call of the wild at [www.ywt.org.uk/campaigns-appeals](http://www.ywt.org.uk/campaigns-appeals)



## 4. Organise a fundraising event

Fundraising in aid of Yorkshire Wildlife Trust doesn't just help to protect and restore even more of Yorkshire's wonderful wildlife and wild places. As incredible as that already is, your fundraising efforts could also help to bring together your community and unite them behind our cause, inspire others to make a lifestyle change and boost your health and wellbeing too!

Whether you're running a marathon, hosting a really wild quiz or going plastic free for a year, this toolkit contains everything you need to make your fundraising a success.

And if you're stuck for inspiration, we've got plenty of wild ideas!

### You could...

#### Get outside:

- Run like the wind – can you conquer 'couch to 5k' or even run a full marathon for us?
- Get on your bike and ride (one keen cyclist visited **all our nature reserves** in just two weeks!)
- Climb one, or all, of Yorkshires 3 peaks
- Swim like a fish
- Take 10,000 steps a day – and you could challenge your friend to join you, for a small donation. Create a leader board and see who can do the most!
- Organise a litter pick or a beach clean

#### Go wild indoors:

- Sponsored wildlife fancy dress – onesies, ugly jumper day, pyjamas? The possibilities are endless. Try to encourage people to wear something they already have and keep it plastic free and sustainable.
- Host a really wild quiz or a bingo night.
- Run a class – yoga or zumba, cookery, gardening, painting or Spanish? If you've a skill to share, set up a (virtual?) classroom and do it! Ask everyone who joins in to donate a few pounds. This is a great way to learn something new and have a laugh too!
- Hibernate at home – there's nothing quite like a sponsored sleepover! Don your wild onesies, pick some critter-filled films, grab the popcorn and donate what a trip to the cinema would have cost you.

#### Get donations for your creations:

- Create and share a wild recipe book
- Give our booming-marvellous knittern pattern a go
- Paint, draw, stick and more – host a crafternoon or sell your creations!

#### Give it up:

- Plastic, alcohol, chocolate, social media? Good for you, great for wildlife!



## Live life on the veg:

- Challenge your friends, neighbours, or fellow allotment holders to complete our **Wildlife Gardening Award** and make a donation for a plaque to display with pride!
- Hold a peat-free gardening competition and see who can grow the biggest sunflower or the most tomatoes? Turn your produce into preserves and let wildlife profit!

## Planning your fundraising event.

There are four key things to consider when planning your event - who, what, where and when!

### Ask yourself:

1. **Who** will be taking part? How will you invite them to get involved?
2. **What** will we be doing? Don't forget to set your fundraising target!
3. **Where** will the event be held? You'll need to check that your chosen venue is available, accessible to all, safe, and suitable for your chosen activity.
4. And **when** would be the best time to get the most people involved? You'll need to think about the weather and check that your chosen date doesn't clash with any other events.

As your planning evolves, you'll find that people will want to help. Inspired by your lead, everyone can play to their strengths, whether that's helping to organise or run the event, spreading the word by putting up posters or simply making a donation to the cause.

### It's important that you:

- **Stay safe out there:** we encourage you to conduct a **full risk assessment** before going ahead with your activity. For more information on how to do this, see our **#TeamWilder Community Toolkit: Managing Risk**. If you think you might need first aid support, check with an organisation such as [St John's Ambulance](#) or the [Red Cross](#). They will be able to advise you further and can also provide first aid support for your event.
- **Put insurance in place:** you may need to consider arranging Public Liability cover for some events, which will protect you against claims made by third parties for injury or property damage as a result of negligence. It's easy to arrange PLI and often quite cheap to buy. Don't forget to check that any buildings or equipment that you hire are also covered by insurance. Insurance is often included in the hire fee, but not always!
- **Use reputable suppliers for equipment or services:** ask to see a copy of their Public Liability Insurance and risk assessment in advance. If anything looks unsafe on the day, stop the activity immediately.
- **Have all the necessary licences:** if your event involves the sale of alcohol and/or live or recorded music, dancing, the showing of a film, the performance of a play, broadcasting a sporting event or similar, you may need to get a public entertainment or alcohol licence. You can check whether your event will require a licence on the [Government's website](#). Your event venue may already hold a licence, but if not, you will need to apply for a 'Temporary Events



Notice' (TEN) via your local authority. These are relatively cheap to purchase and you can [begin the application process online](#).

- **Check fundraising regulations and law:** You'll find lots of useful information about organising your own fundraising event on the [Fundraising Regulator](#), [Institute of Fundraising](#) and [UK Government](#) websites. If you're in doubt about what you can or can't do, please get in touch with us at [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk) or on 01904 659570.
- **Be seen to be green:** keep your fundraising as environmentally-friendly as possible. Avoid using items which could be harmful to wildlife and the environment, such as plastic bags, glitter, or balloons. And remember to recycle as much as possible!

## Promoting your event.

The more people who can get involved and support you in your amazing fundraising efforts, the bigger the difference you'll make for Yorkshire wildlife and wild places!

### Here are our top tips for spreading the word:

- One of the easiest ways to let everyone know your plans and raise funds is to set up a Just Giving page and share the link: [www.justgiving.com/yorkshirewildlife](http://www.justgiving.com/yorkshirewildlife)
- **Download our event poster template.**
- Get social and keep your followers on Facebook/Twitter/Instagram/TikTok updated regularly. Don't forget to tag us so we can see and share your progress!
- Share your plans with local newspapers and radio stations.

Please ensure that all materials promoting your event specify that it is 'in aid of' Yorkshire Wildlife Trust and not on our behalf. You might like to include our charity number, which is no. 210807.

## Collecting your donations.

### There are four ways to collect donations in aid of a charity:

1. **Public collections** take place in a public space. Public collections are governed by strict legal requirements and must be licensed by the Local Authority. Before you approach your local authority for a licence, please contact us at [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk) or on 01904 659570.
2. **Private collections** take place on private premises and do not need the permission of the Local Authority. If you're organising a private collection, for example inside a train station or at a supermarket, you need the permission of the owner of the premises.
3. **House to House and Business to Business** (including pub to pub) collections can also only be carried out under a licence. Due to increasing levels of concern and distrust from the public around these types of collections, we ask that our supporters do not carry out house to house or business to business collections.
4. **Online** through giving platforms like JustGiving or Crowdfunder. There are lots to choose from, some of which may charge a small fee for their services.



**Cash handling:** because of the risks involved when handling cash, we encourage our supporters to collect donations online where possible. However, if you are planning a cash collection, make sure that you have plans in place to keep it somewhere safe and secure. When collecting or taking payments, make sure that the cash is secure by using a cash box with a lock or a sealed collection bucket.

Wherever possible, have two people available to count or transport cash, and get it to the bank as soon as possible after the event. Choose busy and well-lit routes if you need to transport the cash and try to conceal it.

If you are ever confronted by someone demanding the cash, just hand over the money and do not put up a fight. This should then be reported to the police as soon as possible.

## Making your Donation.

**After your event, you can make your donation to us:**

- Through our website at [ywt.org.uk/support-us/donate](https://ywt.org.uk/support-us/donate)
- Over the phone on 01904 659570
- By a cheque made out to Yorkshire Wildlife Trust. Please post this to The Supporter Services Team, Yorkshire Wildlife Trust, 1 St. George's Place, York, YO24 1GN

For other ways to transfer funds, please contact us at [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk)

## 5. Shop wildly

**Did you know we have a great green webshop?**

Every penny spent helps to support our work, so please treat yourself or your garden visitors at [www.ywtshop.org.uk](https://www.ywtshop.org.uk)

