



**Yorkshire  
Wildlife Trust**



Registered with  
**FUNDRAISING  
REGULATOR**

# Action for Askham Bog

## Askham Bog needs you!

Help us to restore the Bog and protect the special habitats Askham's wildlife calls home. Together we can help to secure a wilder future for Askham Bog, and a lasting legacy for a historical reserve at the heart of York.

### **Fundraise for Askham Bog with this handy guide.**

Find top tips, inspiring stories and more, to help you on your fundraising journey.

Thank you for taking Action for Askham Bog today.

**LOOK INSIDE...**



NEL ALDRIDGE

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



**Driving nature's recovery in Yorkshire**



**Yorkshire**  
Wildlife Trust



Registered with  
**FUNDRAISING**  
**REGULATOR**



**YOUR**

# FUNDRAISING PACK

The wild gives us all so much. Thank you for giving something back by choosing to fundraise for Yorkshire Wildlife Trust.

[ywt.org.uk/support-us/fundraise](https://ywt.org.uk/support-us/fundraise)

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



**Driving nature's recovery in Yorkshire**

# YOU CAN MAKE A DIFFERENCE

## Yorkshire. Home to some of the most magical wildlife and wild places you'll ever see.

A place to discover dazzling displays of wildflowers, butterflies and dragonflies. Marvel at a starling murmuration or a seabird city. Dip into the hidden world of rockpools. Find owls, bats, moths, badgers and glow-worms at night. Explore hills and valleys, meadows and rivers, woodland and wetlands, heath and cliffs.

It's undeniably special, but it's also under serious threat. We are losing the species that make Yorkshire special – including curlews and hedgehogs – and action is needed now more than ever to restore Yorkshire's biodiversity and reverse nature's decline before it is too late. Our *State of Yorkshire's Nature* report indicates that we may have lost nearly 2,000 species over the last 200 years, and that 3,000 Yorkshire species are currently at risk of extinction. This is why your fundraising efforts are needed now more than ever before.

Ashes Pasture,  
Ingleborough

## WE'RE WORKING FOR A WILDER YORKSHIRE

Since 1946 we've been a driving force for nature's recovery in the county. From the shores to the moors, and in our cities and back gardens, we work to create, protect and connect a network of high-quality habitats on land and at sea by:

- ✓ **Managing over 100 sites for nature, some of which are the most special places for wildlife in the UK**
- ✓ **Regenerating whole landscapes, from our seagrass meadows to the limestone grasslands of Wild Ingleborough, through the power of more than 40 partnership projects**
- ✓ **Connecting people with nature and inspiring them to care for it through educational events and experiences**
- ✓ **Building wilder communities and giving people the knowledge, skills and confidence to take and sustain action for wildlife where they live**
- ✓ **Reintroducing lost species and halting the decline of the very rarest species by using cutting-edge technology and pioneering new approaches**
- ✓ **Giving wildlife a voice by influencing local decision makers, businesses, investors and planning consultations each year**

**And much, much more...**

By choosing to fundraise for Yorkshire's wildlife and wild places, you are taking a meaningful step towards creating a sustainable and wilder future.

# EVERY PENNY MATTERS

The money you raise will make a real and lasting difference!

**£25**

could buy a nesting box for one of our nature reserves to provide a home for some of our most treasured bird species including robins and house sparrows.

**£150**

could help us to manage water levels for breeding waders like the elusive bitterns at Potteric Carr Nature Reserve.

**£250**

could help us to buy some native seeds and plug plants to restore wildflower meadows at Stirley.

**£500**

could help us to build butterfly banks at our reserves to encourage rarer species, like the common blue butterfly.

**£50**

could help us to train a volunteer to survey and monitor important wildlife species to better understand their needs.



GRAHAM FEATHERSTONE

**£1,000**

could help us to create more ponds to support a wide range of declining species including toads and newts.



KEVIN CASTER

**£10,000**

could help us to create new ark sites for the endangered white-clawed crayfish to ensure their survival.



LINDA PIRNIN/2020/SHON

# YOUR STEP-BY-STEP FUNDRAISING GUIDE

In just four steps, you can make a wilder Yorkshire possible!

## 1 PLAN

- **What** kind of challenge will you undertake or what kind of event will you host? Check out the fundraising ideas in this guide for inspiration!
- **When** will you do it? Perhaps you'll enjoy a really wild World Wildlife Day or try to make Yorkshire Day even more special!
- **Where** will your challenge or event take place? Don't let the rain dampen your spirits!
- **Who** will you invite to join in?
- **How will you raise money?** Don't forget to set up your [fundraising page](#) and ask your fundraisers to gift aid their donation. It makes a big difference to us at no extra cost to them!
- **How** will you keep it green? Don't forget to consider the environmental impact of your fundraiser!

## 3 GO WILD

It's time to go wild! Don't forget to take plenty of pictures and videos – we'd love to see them! You can tag us at:

-  **Yorkshire Wildlife Trust**
-  **@yorkshirewildlifetrust\_**
-  **@yorkswildlife.bsky.social**
-  **Yorkshire Wildlife Trust | LinkedIn**

## 2 PROMOTE

Once your plans are in place, it's time to spread the word!

Send out invites, put up posters, shout about it on social media, you'll find all the useful resources you need in this pack!



## 4 DONATE

The easiest way to pay-in your donation is via our website at [ywt.org.uk/support-us/donate](https://ywt.org.uk/support-us/donate)



Alternatively, you can send a bank transfer to us using the following details:

**Bank:** Barclays  
**Address:** 1-3 Parliament Street, York, YO1 8XD  
**Account Name:** Yorkshire Wildlife Trust  
**Sort Code:** 20-99-56  
**Account Number:** 30996335

# BE INSPIRED

## SELLING CAKES FOR THE SEA

Inspired by the North Sea oil tanker collision in March 2025, a group of young fundraisers got together to organise a cake sale in East Molesey. The group raised over £200 together, with the cakes tasting so good that it inspired people to get online and donate more too. Great work Marnie, Mia, Millie, Amelia, Naima and Elise!



## CLEANING UP GREEN SPACES

Summer and Evelyn spent their half term break giving their neighbourhood a thorough spring clean! These wonderful wombles not only prevented wildlife coming to harm by picking up bags and bags of litter, they also raised a whopping £192 to support our work. Bravo!



## PEDAL POWER

Jonathan Emberton, one of our amazing members, embarked on a remarkable two-week challenge to cycle to all of Yorkshire Wildlife Trust's nature reserves, raising over £900 along the way!

“ Jonathan said:

“As a keen cyclist, Yorkshire Wildlife Trust member and an orienteer, this seemed like the ideal challenge to try to give something back to an organisation which does wonderful work for our wildlife and wild places. As I undertook the journey, I wanted to get a sense of the diversity and richness of all of Yorkshire Wildlife Trust's reserves and to pass these impressions on to as many people as possible.”

# FUNDING INSPIRATION

## FOR EACH OF YORKSHIRE'S ENCHANTING SEASONS

### SPRING

- Craft sale – want to knit some bitterns to sell? Download our pattern at [ywt.org.uk/wilder-wetlands](http://ywt.org.uk/wilder-wetlands)
- Get up VERY early to hear the beautiful dawn chorus. International Dawn Chorus Day is the first Sunday of May!
- Easter egg hunt
- Plant sale or seed swap
- Open your wildlife-friendly garden – discover our online oasis of wildlife-gardening advice at [ywt.org.uk/wildlife-gardening-hub](http://ywt.org.uk/wildlife-gardening-hub)
- Run a repair café or upcycling workshop
- Sponsored litter pick

### SUMMER

- Bug hunt
- BBQ and picnics
- Beach clean
- Go 30 Days Wild! [ywt.org.uk/30-days-wild](http://ywt.org.uk/30-days-wild)
- Dress up (or down) day
- Wildlife photography competition
- Fun runs, walk-a-thons, obstacle courses, swim-athons, or bike rides.



### AUTUMN

- Bake sale
- Halloween costume competition
- Herbal tea afternoon
- Spooky pumpkin carving
- Wildlife quiz
- Jumble/vintage sale – pre-loved is best!
- Marathon
- Host an art exhibition and auction featuring local artists, showcasing nature and wildlife inspired pieces. Maybe all your work could be created from recycled materials?
- Read-a-thon

### WINTER

- Bring and sell Christmas market
- New year's resolution – give it up for wildlife!
- Mince pie competition
- Winter walk-a-thon
- Carol singing – many feature nature!
- Quiz night
- Sponsored silence – wildlife is sleeping!
- Themed dinner night
- Wear your wellies to work day



# KEEP IT GREEN

Here are some top tips for minimising the environmental impact of your fundraising...



## REDUCE PLASTIC USE

Carefully consider materials when organising your fundraising – can you switch out plastic for something more environmentally friendly?



## MINDFUL WASTE MANAGEMENT

Reduce, reuse and recycle.



## CHOOSE GREEN VENUES

When selecting a venue, consider its environmental impact. Can you use an outdoor venue?



## TRANSPORTATION ALTERNATIVES

Encourage sustainable transportation options for participants. Promote carpooling, cycling, or the use of public transportation.



## PROMOTE DIGITALLY

Social media is your friend, promote online to reduce the need for printing and reach a wider audience.



## LOCAL AND SUSTAINABLE CATERING

Choose caterers who prioritise local and sustainable sourcing. Avoid excessive packaging and single-use plastics in catering services.



## ECO-FRIENDLY DECOR

When decorating your event space, choose sustainable and reusable materials.



# SAFETY FIRST!

Here are a few top tips to help keep your fundraising safe and legal.



## ALCOHOL

We do not recommend the use of alcohol in any outdoor activities, however if you are conducting an event indoors, we ask that you please drink responsibly.



## COLLECTION OF CASH

All street collections or collections on public property will need to be registered with the local authority, which will issue a collection licence. For those on private property, permission from the property owner is essential. To provide you with charity collection boxes or buckets, we will need a copy of licence or permission. Please do not conduct any door-to-door requests for donations or sponsorship in aid of the charity.



## EVENT LICENSES

Most events on private land, such as schools, don't need a license; you just need to ask permission from the owner. Events on public land, such as parks or high streets, will require a licence, which you can acquire through the local council.



## LIABILITY

Yorkshire Wildlife Trust cannot assume liability for accidents or damage to individuals or property resulting from your fundraising event. Depending on the nature of your fundraising event, you might want to consider obtaining liability insurance.



## HEALTH & SAFETY

It is your responsibility to ensure your event is safe. We strongly recommend conducting a risk assessment for both your event and the chosen venue. You can find an example risk assessment and a blank risk assessment form for you to complete in this pack.



## RAFFLES

This type of activity is heavily regulated, and a license may be required depending on the circumstances. To avoid this, a simple 'incidental' raffle can be held at an event where tickets are sold at the location and the prizes are awarded while the event is taking place. If in doubt, please reach out to us.



## PHOTOGRAPHY

We'd love to see photos of your fundraising, but please make sure that everyone who is featured is aware and has given their consent before you share them! If your photos include children under the age of 18 – you'll need to get permission from their parents/guardians. We have photograph consent forms available if you would like to use ours.



## USING THE YORKSHIRE WILDLIFE TRUST LOGO

We have a special fundraising "in aid of" logo designed for you. To abide by the Fundraising Code of Practice, you will also need to use our registered charity line on all posters, adverts, and other fundraising materials: "This event is raising money in aid of Yorkshire Wildlife Trust, registered in England 00409650 and charity number 210807."

The Fundraising Regulator also has lots of useful information: [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

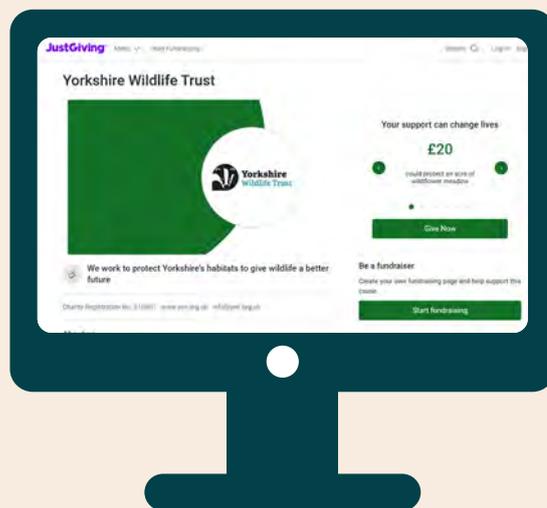
Check out some FAQs on our website: [ywt.org.uk/support-us/fundraise](http://ywt.org.uk/support-us/fundraise)



# OUR SIMPLE STEPS TO

# SETTING UP YOUR FUNDRAISING PAGE

- 1 Find our JustGiving page here:**  
[www.justgiving.com/charity/yorkshirewildlife](http://www.justgiving.com/charity/yorkshirewildlife)
- 2 Click 'Fundraise for us'**  
The 'GET STARTED' page should appear.
- 3 Fill in your information**  
The page will walk you through the next steps – select your fundraising activity, enter the details of your event or activity and select the page name.
- 4 Click 'create your page'**  
Done! Your page is generated. Now is the time to spread the word, share your page with everyone!



Bee orchid

## Managing your page

- **Set a target:** your target can be edited any time and inspires others to help you reach your goal.
- **Edit your page:** Add pictures or change the colour, make your page shine with personal touches.
- **Keep up engagement:** Keep donors up to date with your progress or give thanks for the donations received.
- **Set up text giving:** A great way to boost your donations, go to "edit this page" and select "get started with your unique text code" from here the code is generated in 3 easy steps.
- Don't forget to get in touch with the fundraising team [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk) if you need any help!

# COMPLETE A RISK ASSESSMENT

**Before holding your event you'll need to complete a risk assessment. A template has been included in this pack.**

We all carry out risk assessments in our head every day – a risk assessment just refers to what you think about before you do something. For example, before you cross the road. A risk assessment that you don't write down, and just do in your head, is called a "dynamic risk assessment".

The other type of risk assessment is a "formal risk assessment". You write these down and keep them as a record.

Writing a risk assessment doesn't have to be complicated or onerous. The most important thing is that safety has been considered and communicated.

**The risk assessment should address:**

- What are the risks?
- Who might be harmed?
- How can risks be minimised?
- Is it safe to do the activity with the risk mitigations in place?

**!** A **hazard** is something that could cause harm.

**!** A **risk** is the chance that the hazard will cause harm and how serious that harm could be.

A risk assessment looks at all the hazards and works out how harmful they are. It also works out how likely it is that the hazard happens. A hazard that is both very likely AND very harmful would be too dangerous to do.

The "matrix" below helps the person carrying out the risk assessment to score hazards.

**If something is very harmful (might seriously harm you or someone else) AND very likely – it would be intolerable. If something falls in the moderate or substantial boxes, then you need to decide whether you can make the risk less likely, or the harm caused smaller.**

The things you put in place to make the risk less or the harm smaller are called "**control measures**".

Take a walk around your event space, noting anything that could be an issue down on the assessment form. Once you've noted any obvious problems or potential issues, resolve to either fix them before or isolate them during your event.

## Likelihood x Severity Matrix

	Slight harm	Harmful	Very harmful
Unlikely	Trivial	Slight	Moderate
Likely	Slight	Moderate	Substantial
Very likely	Moderate	Substantial	Intolerable

# GOOD LUCK AND THANK YOU FOR HELPING YORKSHIRE'S WILDLIFE!

## Yorkshire's wildlife needs YOU!

There are lots of ways to make a real and lasting difference for our incredible wildlife and wild places:

- [Become a member](#)
- Give [volunteering](#) a try
- Join us at one of [our events](#)
- Sign up to [#TeamWilder](#)

## YOUR FUNDRAISING CHECKLIST

- Set a fundraising goal
- Choose a venue/location
- Set a date and time
- Check the weather!
- Safety first! Have you completed your risk assessment?
- Set up your fundraising page
- Promote your event
- Follow up and celebrate!

### We're here to assist you:

Call: 01904 659570

Email: [fundraising@ywt.org.uk](mailto:fundraising@ywt.org.uk)

[ywt.org.uk/support-us/fundraise](http://ywt.org.uk/support-us/fundraise)

I'm fundraising for



**Yorkshire**  
Wildlife Trust



We're going  
**wild**

for Yorkshire Wildlife Trust!

What's happening?

**Everyone's  
welcome!**

Please come and support  
us as we help to create  
a wilder future.

Where?

When?

Find out more about Yorkshire Wildlife Trust at [ywt.org.uk](http://ywt.org.uk)

This event is raising money in aid of Yorkshire Wildlife Trust,  
registered in England 00409650, charity number 210807.



Registered with  
**FUNDRAISING  
REGULATOR**

I'm fundraising for



**Yorkshire**  
Wildlife Trust



We're going  
**wild**

for Yorkshire Wildlife Trust!

What's happening?

Everyone's  
welcome!

Please come and support  
us as we help to create  
a wilder future.

Where?

When?

Find out more about Yorkshire Wildlife Trust at [ywt.org.uk](http://ywt.org.uk)

This event is raising money in aid of Yorkshire Wildlife Trust,  
registered in England 00409650, charity number 210807.



Registered with  
**FUNDRAISING  
REGULATOR**

I'm fundraising for



**Yorkshire**  
Wildlife Trust

We're going

**wild**

**for Yorkshire Wildlife Trust!**



ANDY CHITON/UNSPLASH

What's happening?

Everyone's  
welcome!

Please come and support  
us as we help to create  
a wilder future.

Where?

When?

Find out more about Yorkshire Wildlife Trust at [ywt.org.uk](http://ywt.org.uk)

This event is raising money in aid of Yorkshire Wildlife Trust,  
registered in England 00409650, charity number 210807.



Registered with  
**FUNDRAISING  
REGULATOR**

I'm fundraising for



**Yorkshire**  
Wildlife Trust

We're going

**wild**

**for Yorkshire Wildlife Trust!**

TERRY WHITTAKER/2020VISION

What's happening?

**Everyone's  
welcome!**

Please come and support  
us as we help to create  
a wilder future.

Where?

When?

Find out more about Yorkshire Wildlife Trust at [ywt.org.uk](http://ywt.org.uk)

This event is raising money in aid of Yorkshire Wildlife Trust,  
registered in England 00409650, charity number 210807.



Registered with  
**FUNDRAISING  
REGULATOR**

# Risk Assessment

This section is for you to complete your own risk assessment (continue on another sheet if necessary)

<b>Assessor name:</b>	<b>Date of assessment:</b>	<b>Location of event:</b>	<b>Date of event:</b>
-----------------------	----------------------------	---------------------------	-----------------------

**Additional risk factors to add and consider on the day:** *(e.g. the weather or any areas which have been designated out of bounds since you completed your assessment)*

<b>Hazard</b> If children or vulnerable adults are present, remember to include safeguarding risks.	<b>Who is affected and how many people?</b> e.g. staff, volunteers, members of the public	<b>Typical outcome</b> e.g. minor injury, serious injury, death	<b>How will the risk be controlled?</b> Who will control the risk? How will the control measure be communicated?	<b>Remaining Risk Level</b> e.g. likely x harmful = moderate (using the Likelihood / Severity matrix on page 5)



