

FUNDRAISING PACK



**BRISTOL
ZOOLOGICAL
SOCIETY**

SAVING WILDLIFE TOGETHER

Registered charity no. 1104986

bristolzoo.org.uk

YOU'RE DOING SOMETHING AMAZING

Welcome to the team, we are so
pleased to have you on board!

Thank you so much for helping to raise vital funds for **Bristol Zoological Society**. With your help, we can save wildlife around the world, as well as look after endangered animals in our care at **Bristol Zoo Project**.

This pack is filled with tips on planning your fundraising event or activity, advice on how to maximise the amount you raise, and provides ideas on how to put the FUN into fundraising!

Every bake sale, sponsored run & quiz night held really can make a difference.
We wouldn't be here today without the support of people like you.

THANK YOU!

FOR BEING PART OF OUR SUPPORTER COMMUNITY

We'd love to hear from you, get in touch with us at supporters@bzsociety.org.uk



BRISTOL ZOOLOGICAL SOCIETY IS A CONSERVATION AND EDUCATION CHARITY THAT OPERATES **BRISTOL ZOO PROJECT.**

We are proud to work towards protecting wildlife around the world, taking action to save animals and habitats under threat. It's great to have you on this vital journey with us.

OUR OBJECTIVES ARE:

- Saving wildlife
- Engaging our public
- Creating conservationists
- Sustaining our environment
- Sustaining our future

Our mission is focused on saving wildlife, not alone, but with people like you!

Every penny
you raise helps to
protect nature now
and into the future and
supports our vision
for wildlife to be a part
of everyone's lives.



OUR WORK IN ACTION

We work in nine countries across four continents to conserve eighteen target species.

AFRICAN FOREST ELEPHANTS Equatorial Guinea

We operate in Monte Alén National Park to protect western lowland gorillas, African forest elephants, and other threatened species. Utilising camera traps, we monitor wildlife populations and train local field technicians and students in research methods. Collaborating with farmers, we mitigate crop-foraging and retaliatory killing of forest elephants. Our innovative researchers trial various techniques, including a pungent elephant repellent made from natural ingredients, beehives, and loud sirens, to deter elephants from stealing crops.



WHITE-CLAWED CRAYFISH United Kingdom

White-clawed crayfish play a significant role in keeping UK waterways clean by foraging for dead matter on the bottom of streams. Their population has been in decline since the introduction of the American signal crayfish, which carry a disease that they're resistant to, but kills white-clawed crayfish. We've captive-bred more than 4,000 white-clawed crayfish since 2008 and have released them into the wild in carefully chosen sites free from the American signal crayfish.



LEMUR LEAF FROG Costa Rica

Our focus in Costa Rica is the lemur leaf frog. These 3-5cm long Critically Endangered frogs are found in just three locations within the country. They're slow-moving ambush predators, jumping only when in danger. During the day, they're yellow-green, in the evening, they turn brown; camouflaging them during the night while they're active. We conduct surveys to understand their ecology and strive to increase their population sizes by creating artificial ponds for breeding. Working with National Parks and local communities, we raise awareness and have been captive breeding since 2001.



THE DIFFERENCE YOU MAKE

We do everything we can to save wildlife, but we know we can't do it alone. We couldn't fund our wildlife-saving work without you.

By fundraising for Bristol Zoological Society, you are helping to ensure that nature is protected now, and into the future. Thank you.

£100

Could help provide camera traps to monitor endangered species across the world and protect them from poachers.



£200

Could help fund our breeding programmes, helping to ensure that animals under threat of extinction don't disappear from our world forever.



£500

Could buy lifesaving equipment for our vets who work to save endangered animals in the UK and around the world.



£1,000

Could help our tree forest replanting programme in Madagascar and the UK, helping to connect and rebuild damaged habitats.



LET'S GET STARTED!

Here are our top tips to help kick-start your fundraising.



SET A TARGET

Setting yourself a target and having a clear goal of what you want to achieve is a great start to your fundraising journey.



SET UP AN ONLINE FUNDRAISING PAGE

Head to our Enthuse fundraising page



TELL EVERYONE!

Let friends, family and work colleagues know what you are doing and why. Let your donors know the difference their support could make:

- **£5** could help to provide cinnamon spice for our lynx, wolverines, cheetahs, and bears – they love different scents to roll around in as part of their enrichment.
- **£10** could help to provide warm bedding for our bears when they are in torpor (deep sleep during the winter months).
- **£25** could provide an adult gorilla with fruit and veg for one day!



REGULARLY UPDATE YOUR FUNDRAISING PAGE

Regularly posting photos and updates keeps your friends and family engaged and is a great way to get people involved. People who feel a part of your journey will be more likely to donate and share your fundraising journey with others.



MATCHED FUNDRAISING

Ask your boss! Many businesses match the fundraising of their employees up to a certain amount. Does yours? It's a simple question, and could make a huge difference.

BOOST YOUR FUNDRAISING WITH GIFT AID AT NO EXTRA COST TO YOUR DONORS!

To boost your donations, ask your supporters to Gift Aid their donation. They must be a UK resident and have paid enough tax in the same tax year.

giftaid it



MAKE FUNDRAISING FUN!

Whether you're going solo, working with friends, family, or your work colleagues, there are many fun ways you can get involved to help us save wildlife. Here's a list of ideas to get you started.



COFFEE MORNING

Catch up with your friends and raise money at the same time! Ask your friends to bring delicious treats for you all to enjoy together for a small donation.

SPONSORED SILENCE

If you're a chatterbox, surprise everyone by doing a 24-hour sponsored silence, and see how you can communicate with others for a day!

OPEN MIC NIGHT

Invite your musical friends to show off their skills. Check if your venue would provide you with event space for free, and spread the word on social media! Raise money by charging an entrance fee. Nervous performers could even get motivated by being sponsored to take part!

CHARITY DINNER DANCE OR BALL

Go all out and put on a dinner dance or ball! Sell tickets, hold raffles and games to really raise those big bucks.

REMEMBER!

Keep it safe, keep it legal.

Visit our website for our handy tips.

TAKE ON A CHALLENGE

Run a marathon, do a sky dive or climb a mountain! The sky's the limit. Put yourself to the test and raise funds at the same time!

SPONSORED WALK OR BIKE RIDE

Great for all the family and all ages. Why not choose a route you haven't done before? Remember your four-legged friends, they can be great fundraisers too.

DON'T FORGET

Let us know your plans!
supporters@bzsociety.org.uk

SENDING IN THE MONEY

You've worked so hard to raise it!

PAYING IN BY BACS

Please let us know when you are making a payment so we can look out for it. Use your first initial and surname as a reference eg: S.Smith

Bank name: Bristol, Clifton & West of England Zoological Society Ltd

Account number: 42504820

Sort code: 40-14-13

ONLINE FUNDRAISING

If you have done all your fundraising through Facebook or Enthuse then sit back and relax, your donations and Gift Aid will be paid directly to us.

OFFLINE DONATIONS

Send us a cheque made payable to Bristol, Clifton and West of England Zoological Society Ltd to:

Fundraising Team

Bristol Zoological Society

Hollywood Mansion House

Hollywood Lane, Bristol BS10 7TW.

Please don't send cash through the post.

VIA OUR WEBSITE

Head to our Fundraise For Us page on our website pay in your funds. Please let us know when you making a payment so we can look out for it.



GIFT FORMS

Please send all paper gift forms to:

Fundraising Team

Bristol Zoological Society

Hollywood Mansion House

Hollywood Lane, Bristol BS10 7TW.

so that we can reclaim all Gift Aid connected to your donations.



DON'T FORGET

We're here to help you every step of the way.

supporters@bzsociety.org.uk



BRISTOL ZOOLOGICAL SOCIETY

EVERY MONEY-MAKING MISSION, NO MATTER HOW BIG OR SMALL, MEANS YOU'LL BE SUPPORTING OUR MISSION TO SAVE WILDLIFE, SO, ON BEHALF OF EVERYONE HERE AT BRISTOL ZOOLOGICAL SOCIETY, THANK YOU, ENJOY, AND GOOD LUCK!



Bristol, Clifton & West of England Zoological Society Ltd.

Registered office: Hollywood Mansion House, Hollywood Lane, Bristol BZ10 7TW.

Company registered in England, number 5154176

Registered charity number 1104986.

Bristol Zoological Society and Bristol Zoo Project are the trading names for Bristol, Clifton & West of England Zoological Society Ltd and its subsidiary Bristol Zoo Enterprises Ltd.