

FUNDRAISE FOR

chester

ZOO

IT'S REAL!



Firstly, thank you for asking for this Chester Zoo fundraising pack!

As the leading zoo in the UK it is often not appreciated that we are a registered charity and the only shareholders are our animals. All the money raised is ploughed back into maintaining and building on our conservation work.

We are so grateful for all of the help and support we receive from people like yourself.

Why we need your support

By supporting Chester Zoo you are directly contributing to our conservation work at home and abroad and helping us save species from extinction.

The North of England Zoological Society, otherwise known as Chester Zoo is a registered charity (no.306077) and needs your support to raise funds for the care and conservation of our animals, and other endangered species across the globe.

Each year Chester Zoo is involved with some 150 field projects for conservation and education. Our activities overseas span more than 50 countries, working directly to protect threatened plants and animals, and their habitats, in the wild. Projects range from the support of UK native species such as the Dormouse to Black Rhino anti poaching activities in East Africa.

Information included in this pack



- What we do
 - Fundraising Ideas
 - Fundraising checklist
 - Keeping it safe and legal
- What to do with the money you raise
 - Other ways to support the zoo
 - Registration form



If, once you have read through this fundraising pack, you have any queries regarding fundraising for Chester Zoo please do not hesitate to contact us.



01244 650229



development@chesterzoo.org



Development Office
Chester Zoo
Caughall Road
Upton-by-Chester
CH2 1LH

Chester Zoo is a registered charity no.306077



What we do!

With the support from people like you, Chester Zoo is able to significantly contribute to the protection of species and habitats through a combination of field and zoo-based conservation. In addition to conservation activities within the zoo, we work together extensively with many conservation organisations worldwide to initiate and support conservation activities in the wild.

Here are a few examples of how your money makes a difference:

Conservation at the Zoo

Most of the species at Chester Zoo are part of breeding programmes. These programmes help to manage species spread between different zoos as a self-sustaining population. This is important for species that are very close to extinction in the wild. The success of breeding programmes at the Zoo have recently shown the arrival of a Black Rhino calf and a baby Sumatran Orang-utan.



Asian Elephant Conservation Programme



The Asian Elephant is a species far more endangered than its African cousin. In the wild, Chester Zoo is working closely with local villages in human-elephant conflict (HEC) areas in Assam, India. HEC is a growing problem throughout Asia as elephants are forced to move into agricultural areas as their natural forest habitat is destroyed. The result of this is damage to farmers' crops and buildings, human deaths, and sometimes the retaliatory killing of elephants. The project is helping villagers develop techniques to reduce HEC and look at long-term strategies for elephant conservation in such areas.

Native Species Conservation Programme

Conservation is also needed here in Britain, in our own back yard. Chester Zoo is involved in conservation, breeding, research and education programmes for many threatened UK species including Sand Lizards, bats, Harvest Mice and Black Poplars.



For more information on our conservation work please visit www.chesterzoo.org



Fundraising Ideas!

General Fundraising

Car wash – charity calendar – coffee morning – dancethon – dog walk – fun run – hair dye – head shave – job swap – men's leg wax – music concert – outdoor aerobics – quiz evening – car boot sale – sponsored abseil – sponsored silence – tug of war - face painting – balloon race – jewellery collection and sale – picnic – tombola – treasure hunt



Go Wild at Work

Bring a pet to work – guess the person from a baby photo – school uniform day – cake/sandwich sale – sponsored no chocolate/caffeine – group fun runs – donate an hour's wages – 'green' themed day – quizzes – lift toll – male beauty contest – dress down day – caption competition - See if your employer will match how much you raise!



Fun at School

Fashion show – summer fete – disco – jumble sale – non-uniform day – sponsored skip – sponsored fun run – compile a school joke/story book & sell it – school pop idol contest – sponsored spell – sponsored silence – fancy dress day - name the bear competition!



Purrrfect Party ideas!

Fancy dress – murder mystery – Eurovision song contest – cheese and wine – Hollywood Oscars – karaoke – beach party – casino night – toga party – BBQ - Hawaiian night – school uniform – 60s/70s/80s party!



Fundraising Checklist



Choose one of our fundraising ideas or think of your own. Then fill out the registration form, which is included in this pack, so we can support you in your fundraising efforts.



Once we have received your form we will send you a Chester Zoo sponsorship form and blank posters for you to make people aware of your event or activity. Alternatively use emails, newsletters and notice boards at school or work to raise awareness of your event.



If you are doing a sponsored activity ask people to complete the sponsorship form – have the most generous supporter at the top so that others may follow their lead. Make sure to ask sponsors to gift aid their donation if they can (this is explained further on the sponsorship form).



Put on your event or do the activity, but most of all have fun!



Collect the money from the event or from the people who have sponsored you.



Finally...send us the money you have raised (full details on the following page), let us know how it went and if possible send us photos of your event.



Fundraising for Chester Zoo is fun and helps us continue our vital conservation work. However, there are a few things you need to remember.....

Safety

- Ensure that you only collect donations and sponsorship from people that you know and trust.
- Make sure children are supervised and do not collect money on their own or from strangers.
- If you are holding an event, make sure the venue is safe and don't forget crowd control.
- Think about security if you are carrying money around.
- Make sure adequate first aid cover is available and fire regulations are in place for larger events.

Legalities

- Do not do house to house collections – this is illegal without a local authority license.
- If holding a large event, check with your local authority whether you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences).
- If you intend on doing a raffle / lottery check the rules with your local authority or the Gambling Commission.
- Chester Zoo cannot accept liability for any fundraising activity or event you undertake. Most venues will have insurance to cover events organised on the premises but please check that any liabilities to the public are covered to protect yourself as well as others.

What to do with money raised

- a) Total up all the money raised and write out a cheque (payable to Chester Zoo) for that amount. Please send the cheque and your sponsorship form (if applicable) to us at Development Office, Chester Zoo, Upton, Chester, CH2 1LH with any photos of your event and your contact details so we can send you a certificate of thanks.

OR

- b) Bring your money to Chester Zoo, complete with sponsorship form (if applicable) and hand it in at either the Guest Services Pavilion, if you are visiting the zoo, or at our staff reception at Cedar House. Please include your contact details so we can send you a certificate of thanks.

Chester Zoo is a registered charity no.306077



Other Ways to Support Chester Zoo



Wildest Wishes is our new gift range and is perfect for people who care about wildlife. When you purchase a gift from our Wildest Wishes range you are helping to secure the future for endangered species around the world by supporting Chester Zoo's many conservation projects.

How to buy: visit www.chesterzoo.org/wildestwishes and choose your purrrfect gift.



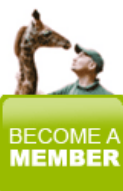
Your donation could be put towards feeding the animals in our care, funding our dedicated staff or one of our many international conservation programmes. Choose from direct debit, payroll giving, online or one-off payments. Contact the Development Team for further information on 01244 650229 or email development@chesterzoo.org



If you've recently upgraded your mobile phone and don't know what to do with the old one, why not give it to us? We can turn your unwanted mobile phones and inkjet printer cartridges into money. The funds will go towards the care and conservation of our animals and endangered species, giving your old mobile a new purpose in life. Please contact the Development Team on 01244 650229 or development@chesterzoo.org



Anyone can join the adoption scheme for as little as £50 per year. You will receive an A4 sized certificate, four issues of 'Z' our full colour magazine and an invitation to attend one of our adopters' days. For most species we are also able to include an image of the animal. For every £50 'share', you will receive two complimentary tickets which you can use at any time during the year of your adoption. We also show all adopters' names on 'thank you' boards at the enclosures. If you require further information, please contact the Adoption Office on 01244 650 204 or email adoptions@chesterzoo.org



By becoming a member of Chester Zoo, you will be making a positive commitment to saving rare and endangered animal species from extinction - plus you can enjoy unlimited entry for 12 months. Contact the Membership Office on 01244 650203 or email memberships@chesterzoo.org



Every visit to Chester Zoo is a unique and exciting experience! The UK's number one Zoo, close to the historic city of Chester, is set in 110 acres of award-winning gardens. In this spectacular setting are over 7000 animals and more than 400 species of rare, exotic and endangered wildlife. There's so much to do and see, with lots of great activities for all the family. To make a booking please call Chester Zoo on 01244 380280.



Registration Form

Please let us know how you are planning to fundraise for Chester Zoo, so that we can support you, by completing this form (**in block capitals**) and sending it to our fundraising team at:

Development Office
Chester Zoo
Upton
Chester
CH2 1LH.

Your details:

Title _____ Forename (s) _____

Surname _____ D.O.B (if under 16)*: _____

Address _____

Post code _____ Telephone _____

Email _____

Details of Event/Fundraising Activity:

Name of event _____

Date _____

Where will this event take place? _____

Please briefly describe your event _____

*If you are under 16 years of age please ask your parent or guardian to provide the following details:

Name: _____ **Relationship:** _____

Contact telephone number: _____ **Signed:** _____

By registering with us, you are agreeing to pay Chester Zoo all sponsorship money and donations you receive for this fundraising activity.

Signed _____ Date _____

The Data Protection Act 1998. Chester Zoo promises to handle your personal data in accordance with the principles of the Data Protection Act. We may wish to contact you from time to time with information on promotions and special events. If you DO NOT wish to receive this information please tick here

Chester Zoo is a registered charity no.306077