

Fundraising Pack

PREVENTING EXTINCTION

your way



CHESTER ZOO

Chester Zoo is a Registered Charity 306077

**PREVENTING
EXTINCTION**
your way

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**ACT FOR
WILDLIFE**
LED BY **CHESTERZOO**

**CONSERVATION
AND SCIENCE**
AT **CHESTERZOO**



WHY FUNDRAISE FOR **CHESTERZOO**

As a conservation and education charity, Chester Zoo's work has never been more important. The pressures on our environment are growing all the time and we need all the resources we can to continue our fight to protect and preserve nature.

We are unbelievably lucky to share our planet with incredible animals and plants, and Chester Zoo works within the zoo and all over the world to protect vulnerable species from extinction.

By fundraising, you are joining our mission of **PREVENTING EXTINCTION.**

WHAT WILL MY FUNDRAISING ACHIEVE?

Thanks to our dedicated supporters, Chester Zoo has achieved some notable successes. Together we have...

- Successfully reintroduced the tequila splitfin fish back into the wild in Mexico after pollution and invasive species caused it to go extinct 15 years ago.
- Successfully tagged a giant pangolin in Uganda – the first time anyone has ever achieved this – allowing us to find out more about this elusive creature and how we can best protect it from the illegal trade that threatens its existence.
- Successfully worked with communities in India to find creative and holistic ways that elephants and humans can live alongside one another peacefully.

These are just a few examples of the type of ground-breaking and world-leading conservation work that we carry out.

BUT THERE'S STILL SO MUCH TO DO



Your fundraising

WILL SUPPORT OUR FIGHT
to protect wildlife here at the zoo and all around the world.

WHAT DO I DO NOW?

Choose your fundraiser

Whether it's a bake sale, that 10K run you've always meant to do, a skydive or a sponsored silence, choose something you enjoy.

Set up your JustGiving page

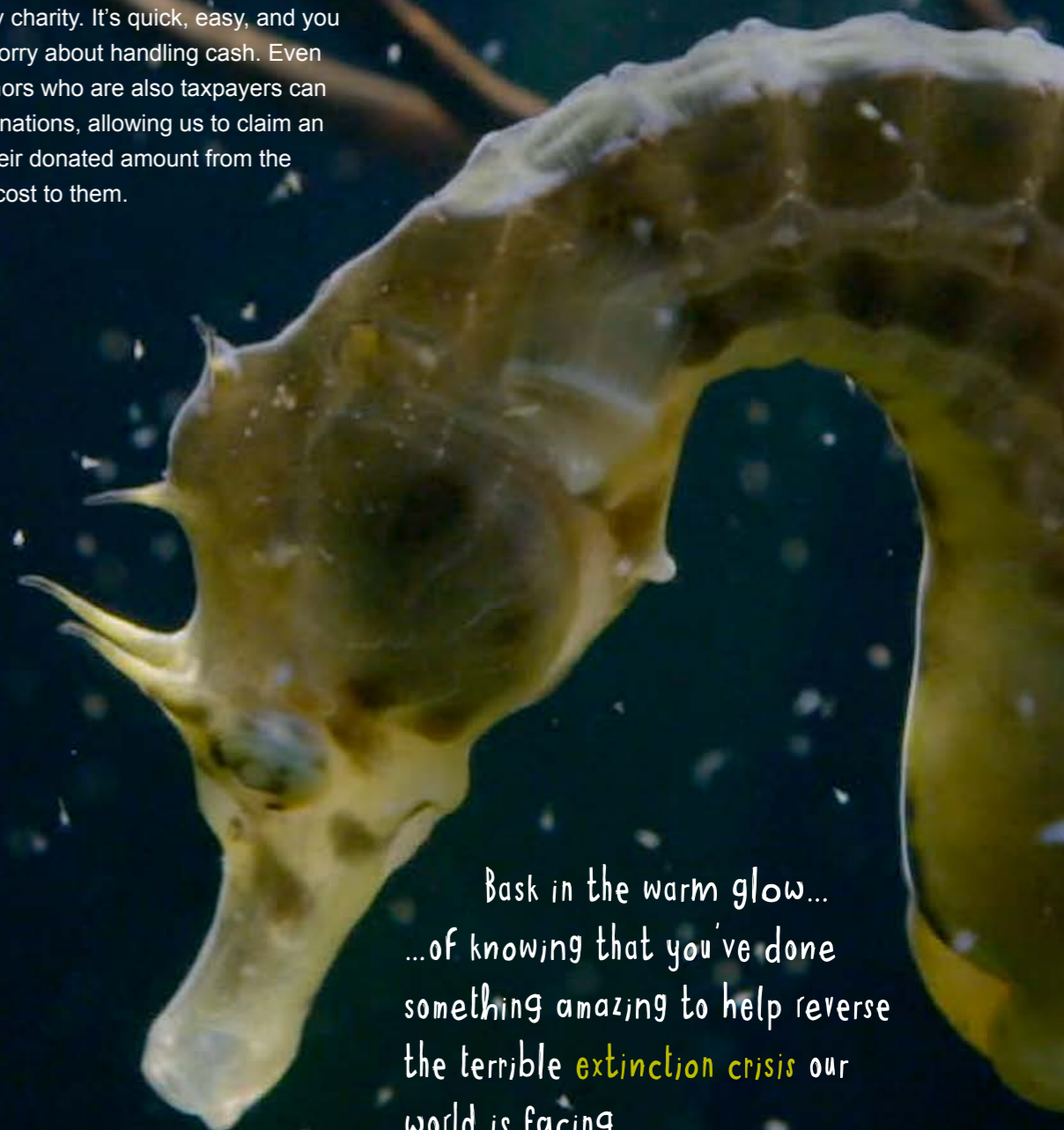
Go to [www.justgiving.com](#) to set up your donation page and remember to choose Chester Zoo as your beneficiary charity. It's quick, easy, and you don't need to worry about handling cash. Even better, your donors who are also taxpayers can Gift Aid their donations, allowing us to claim an extra 25% of their donated amount from the HMRC – at no cost to them.

Tell us

Drop us a line via [www.chestertzoo.org.uk](#). We'd love to hear from you and we'll support you in any way we can.

Donate

If you are collecting cash, don't forget to transfer your donations to us after your event. Please drop a line to [www.chestertzoo.org.uk](#) for more information



Bask in the warm glow...
...of knowing that you've done something amazing to help reverse the terrible **extinction crisis** our world is facing



Our conservationists work with local communities to prevent extinction. Here, Dr Gerardo Garcia and Adam Bland are collaborating with nuns in Mexico to protect a rare species of salamander.

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FUNDRAISING TIPS

Get the word out

Don't be shy – spread the word on social media, tell your friends and family, mention it at your next team meeting. The more people who know about your fundraiser, the more people are likely to donate.

Tell your story

You know best why you want to fundraise. Whether it was a nature documentary, a visit to Chester Zoo, or a news article, tell people why you feel so passionately about preventing extinction. Your passion will shine through – and you'll be surprised how they'll be inspired to donate after hearing you talk!

Set yourself a target

A target helps to keep you focused on your progress. This is usually a target of how much money you want to raise, but it can also be the number of people each week you ask to donate, or even the number of items you're sourcing for your fundraising event. Keep focused and keep going – you're making progress towards your target, and your ultimate goal of helping us prevent extinction.

HAVE FUN!!

FREQUENTLY ASKED QUESTIONS and THE ANSWERS

What is Gift Aid?

Gift Aid is brilliant. If you are a taxpayer, we can ask the HMRC to pay us 25% on top of your original donation, and it doesn't cost you a penny. That means that if you are a taxpayer and you have donated £10, we can claim an extra £2.50 if you tick the Gift Aid box. So your gift of £10 has magically become £12.50 for us.

How can I transfer donations to Chester Zoo?

We have a number of ways we can accept donations.

JustGiving page

These donations are paid to us directly – you don't have to worry about a thing!

Cheque

Please make all cheques payable to Chester Zoo and send to:

**Fundraising Department,
Cedar House, Caughall Road,
Upton, CH2 1LH**

Online

To pay in your donation please go to:

Can I do a street collection?

You can't collect money on the street or in a public place without a licence.

If you are fundraising in a private place (for example, an office or a school) then this is fine as long as you have written permission. You can also ask us for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.

Fundraising online through social media is also fine – in fact, it's a great way of getting the word out about your activity and directing people to your JustGiving page!



If you have further questions, please contact us on
or **01244 650 229** and we'll be glad to help.

FUNDRAISING GUIDE

Our Fundraising Guide is here to keep you safe and secure. So you can...

...ENJOY EVERY MINUTE of making a real difference.

Safety first

- 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 aged under 18, please include a parent, guardian or teacher in all your plans and communications.
- 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 or street collections - this is illegal without a local authority licence.
- If you plan to fundraise on private property, make sure you have permission from the owner first and find out what insurance you may need. This includes fundraising at places such as your school, college or workplace. You can also ask us for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.
- If holding a large event, check with your local authority, on 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 their premises but please check that any liabilities to the public are covered to protect yourself as well as others.
- Chester Zoo is registered with the Fundraising Regulator and all our fundraisers must adhere to the Fundraising Regulator Code of Practice.

Please visit
for more information.



Registered with
**FUNDRAISING
REGULATOR**



THANK YOU

It is difficult to express how much it means to have people fighting alongside us to ensure a future for the amazing wildlife we share our world with.

Your fundraising is deeply appreciated, and **you** are a vital part of our mission.

Thank you for
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