

An orangutan is climbing a large, light-colored tree trunk. The orangutan is positioned in the lower half of the frame, with its body angled towards the left. Its arms are extended upwards, gripping the trunk. The background is a dense, green forest. The text 'RACE FOR THE RAINFOREST' is overlaid in the upper right quadrant in a white, stylized font. Below it, a yellow banner contains the text 'FUNDRAISING PACK' in green, flanked by yellow arrow-like symbols.

RACE FOR THE RAINFOREST

FUNDRAISING PACK

CHESTER ZOO

Chester Zoo is a Registered Charity 306077



Hello intrepid conservationist!

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 possible 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 getting involved in RACE FOR THE RAINFOREST and fundraising for our work in Borneo, you are joining our mission of PREVENTING EXTINCTION!

Good luck!!

With huge thanks to our sponsors



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Get going!

It's so easy to set off on your fundraising journey with us, just remember these steps..

1. Choose your fundraiser

We're all living under tighter restrictions at the moment, but that doesn't have to stop you doing amazing things for charity! Use this guide to choose an activity that you enjoy, but that you can also choose to do from home.

2. Set up your JustGiving fundraiser page

Go to [JustGiving](#) to set up your Race for the Rainforest fundraiser page. 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.

3. Spread the word

Tell your friends, family and colleagues what you're doing and WHY you're fundraising and get them to sponsor you.

4. Get fundraising

Inspire people to support you! If you are collecting cash, don't forget to transfer your donations to us after your event. Please drop a line to fundraising@chesterzoo.org for help.

5. Have fun!

6. Feel proud!

By taking part in Race for the Rainforest and raising funds for Chester Zoo, not only are you encouraging the reinvigoration of the precious biodiversity that would otherwise be lost, you are supporting local communities in Borneo *and* protecting our planet. **That is AMAZING!**



While you're reading this,
we will lose the equivalent of
**25 FOOTBALL PITCHES
OF RAINFOREST**

WHY RACE FOR THE RAINFOREST?

Our work in Borneo....

Every tree that falls results in the destruction of precious biodiversity that supports wildlife ranging from tiny frogs and unique plants to pygmy elephants, sun bears and our own relative, the orangutan. Read it a second time, and we'll lose the same amount of rainforest again. And we'll continue losing rainforest at that rate: so these amazing species are losing their homes right now, pushed to the brink of extinction.

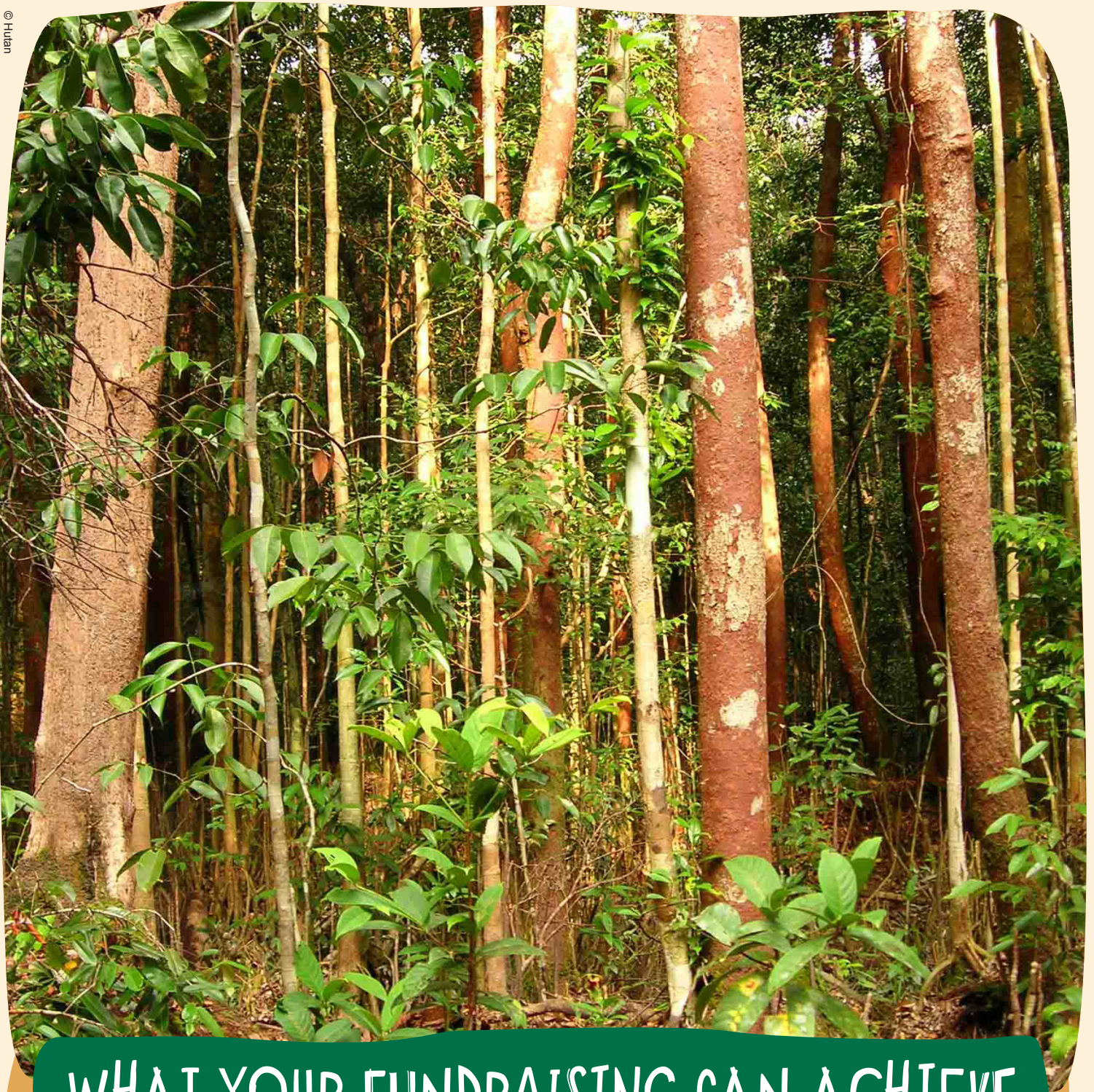
This is why Chester Zoo is working to support projects in Borneo aimed at the reforestation of these critical areas, providing wildlife corridors enabling the animals to move between habitats safely. We carry out this work in collaboration with landowners, working towards a sustainable future for the rainforests of Borneo.

Non sustainable palm oil production is at the heart of the problem with huge areas of natural rainforest being destroyed to provide land for lucrative oil palm plantations.

Not all palm oil is bad though and Chester Zoo has been working hard both at home and further afield to show that a goal of using only **sustainable palm oil** is the way forward for us all. In 2019 we were hugely proud when Chester became the world's first sustainable palm oil city, showing just what can be achieved when we all work together and believe in something.

And work together we must or our children will see even more ruinous destruction and the extinction of some species in their lifetime.

Thank you for helping
Chester Zoo in our mission of
**PREVENTING
EXTINCTION**



WHAT YOUR FUNDRAISING CAN ACHIEVE

Your fundraising will enable us to plant trees in a former oil palm plantation, but that's not all – we will also be protecting and monitoring these reforested areas. Most importantly, these trees will form a wildlife corridor along the Kinbanatang river between two fragments of protected rainforest, where isolated groups of orangutans currently live, so expanding their rainforest habitat and allowing them to thrive once more.

We are so excited to be able to offer you the chance to have a concrete impact on an issue that can seem overwhelming.

Any money you raise for us will be converted into trees which will be nurtured, protected, planted, and monitored. They will form a home for wildlife, they will fight climate degeneration, they will ensure that this corner of the world is safe for the future.



FUNDRAISING IDEAS

Need some inspiration?
You've come to the right place!
This section will help you set
up your fundraiser and find
the right activity for you...

KEY

 Suitable for indoors	 Physical activity
 Suitable for outdoors	 Great for nature lovers
 Family-friendly activity	 Virtual activity
 Grownups only please	 Suitable for schools & learning bubbles
 Adult supervision required	

CHOOSE YOUR FUNDRAISER

1. Get inspired by our handy guide or think of something amazing!
2. Head to the Race for the Rainforest campaign page and start fundraising
3. Keep your page up to date with your incredible journey and share until you reach your goal!



ORGANISED FUN...

Always Aim High Events...

Do you enjoy taking part in physical challenges? Check out Always Aim High Events - they have lots of lovely outdoor events set against awe inspiring backdrops... and some virtual events too!
www.alwaysaimhighevents.com

MBNA Chester Marathon...

If you are keen runner, consider the Chester MBNA marathon...choose your distance- 10k, half marathon, metric marathon or classic marathon. Why not get the whole family involved with the Mini marathon? Marathon scheduled for the 3rd October 2021
www.activeleisureevents.co.uk.

Doing something else?

If you are a keen athlete and already registered to an organised event this year, why not choose us as your charity? We will give you lots of support and encouragement!



© Always Aim High Events



© Active Leisure Events

LET'S GET PHYSICAL...



Just keep swimming...

Now we're back in the pools and can maybe even brave the waves, why not set yourself a swim challenge? The Kinabatangan river in Borneo is 347 miles in length- how about challenging yourself to swim 347 meters or lengths of a pool?



Out and about... Set a target for yourself or why not the whole family, enjoy the sunshine and freedom. The classic couch to 5k, a half marathon- get those trainers on and get running! You could do the virtual walk from Land's End to John O' Groats (874 miles), or the Coast-to Coast walk (182 miles), but we're sure you can think of something more creative! Why not try the Bornean equivalent of 830miles top to bottom or 600 across? Get yourself motivated with the help of some sponsors and off you go!



Added extra - Canicross...

We love our furry friends so why not get them involved? Put on some running shoes and let them 'lead' the way. They may even be able to earn their own sponsorship money!



On your bike...!

Nothing beats a family cycle ride on a nice sunny day, make it a challenge, set yourself a target, pack the butties and off you go. But how about doing it all dressed in red- just like a Bornean orangutan?



The Bornean rainforests are home to some amazing animals- why not let them inspire your fundraising...

Set your sights high...

Make like a sun bear and get climbing. We have some great indoor climbing centres...as well as the real thing (and our own stairs at home!). Mount Kinabalu is the highest point in Borneo at 4095m- let that inspire you!



USE YOUR IMAGINATION...



Create a new species...

We love our **rhinoceros hornbills**- they have this name because of the horn like casque above their bill, how many crazy animal combinations can you invent? Get your friends and relatives to sponsor you for every one you can draw or paint! ..why not sell them for an extra donation!



Obstacle course...

Binturongs are arboreal animals meaning they like to stay in trees off the ground, why not set up a course in your garden, playground or local park and see how far you can make it without touching the ground?



Crafty creatures...

Use wood, material, paint, wool, paper- whatever you can get your hands on to create some amazing rainforest animals- choose a judge and off you go! Why not go super sustainable and use your unwanted old things to give them a new life?



Snakey bake off...

Reticulated pythons are around 16ft long , why not get together with friends and try to make a cookie chain that long or even a sausage roll? Or you could hold a bake sale with lots of rainforest inspired yummy things.....but don't forget to use sustainable palm oil products! Check out our [sustainable palm oil shopping list](#).



FUN WITH FAMILY, FRIENDS...AND NEIGHBOURS!



Quiz time again!!!

We have all grown to love quizzes over the past year, so why not hold a rainforest themed quiz and see how much your friends and relatives know. Our website has lots of fun facts and figures to help you set the questions...



Searching for treasure...

Now we can all get out and about again, why not set up an animal themed treasure hunt and charge for entry. You could hold it in your garden, the local park.....or even in a forest!



Get moving with a Zumbathon....

Help shift those post lockdown pounds and maybe raise a few pounds in the process. Go a bit tropical with some themed outfits and try throwing some animal moves!!



Sustainable palm oil pamper evening

Get together to source some lovely products and all meet up to compare and enjoy the treats- throw in some yummy SPO food treats too (hint- our faves are the old classics Ferrero Rocher!!) Check out our [sustainable palm oil shopping list](#).



Garden hopping...

We have all got to know our neighbours better over the past year so why not get together and organise an Open Gardens on your road? Invite people round to see your own little patch of tropical rainforest.. ..or maybe just a strawberry patch! Put on some refreshments and ask for a donation for admission.



COMMUNITY GROUPS AND SCHOOLS

© Hulan



Rainforest inspired dress up day..

Everyone loves an excuse to dress up so dig out those loud tropical shirts or even an orang-utan onesie and give a prize for the best effort! Or why not dig out your much loved old clothes and have a thrifty fashion show.....who can come up with the best outfit from the bottom of their wardrobe?!



Revisit an old classic..



Back in 2015 we all went orange in our **Go Orange for Orangutans** campaign- you loved it, we loved it- let's press replay on some of the best ideas.....

- Dress in **orange** for the day
- Hold an **orange** jelly eating competition
- Baked bean boots- how far you you walk in wellies filled with our fave **orange** food??
- Hold an **orange** food and drink sale
- **Orange** juggling
- An **orange** and spoon race.....or mix all these ideas together and have an **orange** Olympics!!



Give it up!

Why not challenge each other to give up something you love for a week ...or maybe even longer. Meat? Chocolate? Crisps? Or possibly social media!! Make it a tough challenge and get your friends and family to sponsor you! Inspire each other...things are always better when you do them together!



Sponsored silence..shhhh!!

Imagine you are deep in the depths of Borneo listening to the sounds of the rainforest. Shhhhhh....what can you hear? See how long you can be quiet for. You could even find a rainforest soundtrack to listen to while you do it!



We will support you all the way with lots of Chester Zoo love and encouragement... and we'll even send you a certificate and some stickers when you 'cross the finishing line'!

FUNDRAISING GUIDE

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

..ENJOY EVERY MINUTE
of making a real difference.

Fundraising during coronavirus

- Fundraise with the same precautions as you would under normal circumstances!
- Don't invite digital strangers into your home, and make sure children are supervised when using online communications apps.
- Use a trusted platform to collect your donations (like JustGiving or VirginMoney).
- Please respect all the changing government guidelines surrounding coronavirus, including social distancing, group sizes & any other guidance we all need to adhere to.
- Respect everybody. Don't pressure people into donating, and don't make people feel guilty if they can't sponsor you.

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.





Getting it right...

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. Drop us a line to fundraising@chesterzoo.org
- 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 www.fundraisingregulator.org.uk for more information.



Registered with
**FUNDRAISING
REGULATOR**

AND IF YOU'RE FUNDRAISING FOR CHESTER ZOO...

Thank you **SO MUCH** for your support for this campaign. We love that you are so passionate about this cause and want to help us with our mission of preventing extinction by Racing for the Rainforest!

We can support YOUR fundraising activity by:

- Sending you a *Preventing Extinction* T-shirt if you're doing a physical challenge (limited stock available)
- Post you out a certificate (or certificates!) to say you've been amazing
- Post you out some 'Chester Zoo Says I'm Brilliant' stickers (who doesn't love stickers)
- Email you a letter of authority if you're fundraising offline too (like a raffle)
- If you're considering selling good/services and making a donation from your sales, drop us an email so we can provide you with details of how to being a commercial participators for Chester Zoo.
- Give you masses of Chester Zoo love and appreciation!

Things we unfortunately CAN'T do:

- Accept offline donations in cash. We're operating cashless at the zoo at the moment, so the best thing to do is bank your donations and add them to your JustGiving total (& watch the % go up!)
- Plug you on social media – there are just too many of you!!! But if you post and tag us in we'll be sure to reply and like!
- Provide free tickets or competition prizes – as much as we'd love to, we just don't have the financial resources and we must be fair to everyone
- Help you jump the queue for zoo tickets – we're on strict numbers for safety reasons, and once they're gone, we're up to capacity
- We can't sell things in the shop for you – but we're always happy to send your details to our Buyers for future reference
- Exchange donations for adoptions. Adoptions still support us massively, but if you want to fundraise to purchase adoptions please set up a JustGiving *Crowdfunder* and be super clear about how you're going to spend the money raised in your story.

Drop us a line to fundraising@chesterzoo.org

Thank you!

CHESTER ZOO

JustGiving™

FREQUENTLY ASKED QUESTIONS

What is Gift Aid?

Gift Aid is brilliant. If you are a taxpayer, we can ask 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 you?

We have a number of ways we can accept donations.

JustGiving 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, Chester Zoo, CH2 1LH.

Online. For online donations, please speak to the Fundraising team via fundraising@chesterzoo.org so that we can track your donation.

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) 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.

Spread the word of your fundraising on **social media** – it's a great way of getting the word out about your activity and directing people to your JustGiving page!



THANK YOU
for your support

CHESTER ZOO



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