



WORKING
TOGETHER TO
INSPIRE AND
EMPOWER
YOUNG PEOPLE



CHALLENGE

UK

NOVEMBER
2010

FUNDRAISING IDEAS

Have fun learning how to look after the world around us and raising money for WWF! We know you have lots of experience raising money and you know what your own members enjoy. But if you need inspiration for something a little different, here's a list of fun activities to try.

Recycle race

Make a vehicle out of recycled products, powered by wind, water, air or elastic bands and pitch your vehicles against each other, or other sections. You could compare speed, distance travelled, endurance and strength. The event could be sponsored, or you could ask participants to pay a small entry fee for each 'trial' they compete in. For a real sense of déjà-vu, you could also invite participants, judges and spectators to come in 'recycled' clothes!

You'll find vehicle ideas at http://pbskids.org/designsquad/projects/index_vehicles.html

Enjoy the great outdoors and raise funds

Hold a sponsored assault course, hike or sleepover on a camp or residential.

Junior 'Masterchef'

Use local, sustainable or fair trade foods to make a delicious array of dishes. You could invite your parents, leaders or friends to try dishes and pay for what they enjoy. Or you could award marks according to sustainability of ingredients and taste, and 'auction' the dishes, with the highest scoring entries attracting the highest 'reserve'. Another option is for teams to compete in a sponsored 'cook off'.

Energy challenge

Challenge your whole group to use less energy. See who can use the least amount of energy over a week, or monitor energy use one week and then see who can make the greatest reduction the following week. Boys could compete against each other, or against their parents to see who could reduce their energy use the most or other groups. For each action people take, you

could calculate the savings in CO2 emissions – there's a downloadable sheet to help you. You could raise funds by sponsoring each kilo of CO2 saved.

Talent Show, or Worst Talent Show

Have a fun performance night and show off your talents. Sell tickets to parents for a fun night.

Back to front sponsored events

Instead of silence be loud, instead of sleep over, stay awake.

Hold a sponsored sports day

Try lots of new sports on one day, or hold a five-a-side competition. Or you could sponsor the number of goals, rounders, 6's or hoops scored in an hour.

Sponsored wildlife spot!

This is an excellent activity after the BioBlitz (see the challenge section). Give each child a Wildlife Spotting Sheet and see how many bugs, birds and beasts they can spot over the course of a week. Each 'spot' earns a point and points earn sponsorship! Extra points can be awarded for rare finds.

Save and donate money ideas

Give up sweets, crisps, fizzy drinks, magazines, etc, and donate the money saved to WWF.

Plant sales

Grow herbs, garlic or vegetables in pots or recycled plastic bottles with the top cut off. See the Green Fingers challenge for some meeting ideas.

FUNDRAISING DO'S AND DON'TS FROM WWF

The Get Up and Go Challenge is run by the Boys' Brigade, but here are our own thoughts on fundraising for WWF.

Fundraising activities are governed by lots of different rules and regulations. But please don't be put off! Here are some basic guidelines that you need to bear in mind when organising your fundraising activities. If you've any queries, please contact our Supporter Care team on 01483 426 333 or email them at supportercare@wwf.org.uk. We'd love to help.

Further information can also be found at the following websites:

The Charity Commission:

www.charity-commission.gov.uk

The Institute of Fundraising:

www.institute-of-fundraising.org.uk

Talking about WWF

Thank you so much for raising funds for us. The Code of Fundraising Practice requests that you understand that you're raising funds in aid of WWF but aren't actually representing us. This means that you don't talk publicly about our policies (for example in press releases, in publicity or other materials for your event). Of course, we know you will probably feel very strongly about some of the issues we work on – and don't want to stop you from making your feelings felt privately. Please talk to our Supporter Care team if you need more help.

WWF logo

Please use our downloadable materials at www.wwf.org.uk/fundraisingpack to promote your fundraising activities. Please don't use the WWF logo on any materials you create yourself without checking with us first. For more help please contact our Supporter Care team.

Insurance

Please remember that you're responsible for your fundraising activity and for making sure that it's run safely and legally. We can't accept any liability or responsibility for anything that might happen to people or property as a result.

If you're planning an event that involves the general public in any way, you'll need to budget for public liability insurance, which can be obtained from any insurer. If you're holding the event in a place which has liability insurance (such as a school, workplace, community centre, etc.), you should check with them what cover, if any, is available under their insurance and whether or not you need to arrange extra cover.

Collecting money

You should send any money you raise for WWF during the Boys' Brigade Get Up and Go Challenge to Boys' Brigade HQ. They will forward it on to WWF.

Take care

We can't accept responsibility for accidents, so please follow these simple principles to make sure that everyone's safe while they're raising money.

- Contact the British Red Cross or St John's Ambulance if you feel that first aiders are necessary.
- Always ensure that children are safe and that you don't allow them to ask for or collect money without an adult.
- Nobody should carry out fundraising in an unsafe environment, so assess any risks involved and make sure that those risks are eliminated or minimised – for yourself, your helpers and for participants.
- If you're going to carry money around, please think carefully about your personal security. Always use a safe route, take someone else with you and carry a personal alarm.
- Finally, remember that your activity – if carried out within the workplace – must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since. See www.hse.gov.uk

Adventure activities

We don't encourage risky activities like parachuting, bungee jumping or rock climbing. For environmental reasons, neither do we encourage travelling to other countries as part of your fundraising activities.

Food

If you want to offer or sell food to the public, you should check with the environmental health department of your local council to see which food safety laws apply.

Please call WWF Supporter Care on 01483 426 333 or email them at supportercare@wwf.org.uk for more help.

