



**Wild
Futures**

Protecting primates and habitats worldwide

Registered charity number: 1102532

Ideas & a guide
to help you
make the most
of your
fundraising

Fundraising Pack



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Welcome to the Wild Futures fundraising pack!

This fundraising pack contains all the information you will need to organise your own fundraising event in aid of Wild Futures. It also includes information on how you can get involved in raising awareness of our work including our campaign to end the primate pet trade.

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Wild Futures saves primates
Wild Futures protects habitats

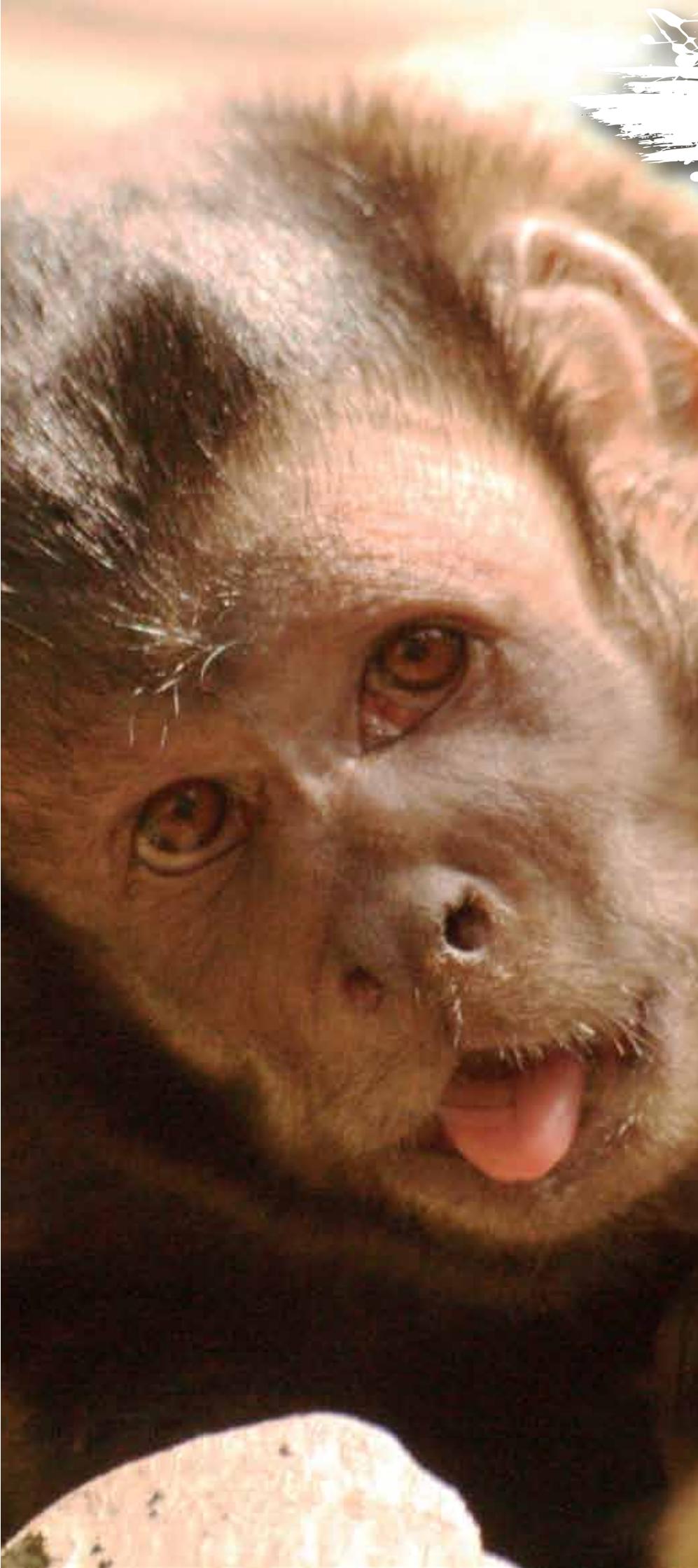
Background to Wild Futures

Wild Futures is a registered charity that has 50 years of experience as a leader in the field of primate welfare and conservation, environmental education, and sustainable practice.

Wild Futures' flagship project is The Monkey Sanctuary in Cornwall; a rescue and rehabilitation centre for ex-pet monkeys. The Sanctuary has an international reputation for the quality of care and enclosure design. It is the first accredited sanctuary in Europe and offers a unique insight into primate conservation and welfare issues.

Wild Futures also supports projects overseas linked to primate welfare and habitat conservation, and in the UK projects aimed at protecting and preserving precious habitats and native species.

Currently it is legal to keep a monkey as a pet in the UK, however Wild Futures continues to campaign to bring this to an end. It is estimated that there are about 5,000 monkeys being kept as pets in the UK. Wild Futures' Monkey Sanctuary is receiving requests almost weekly to rescue monkeys, signifying an escalating problem. The Sanctuary has cared for more than 160 monkeys over the past 50 years and is running out of space. Fundraising is vital to help us expand to provide a home for life for more monkeys in need.



Funding

It costs approximately £500,000 to run Wild Futures each year. The charity receives no government funding therefore it relies solely on donations and income generated from the general public.

To give you an idea of some of our costs:

- £20,000 builds a new enclosure for a group of monkeys
- £14,000 funds a keeper or campaigns manager for a year
- £5000 will help fund a project abroad
- £500 is the cost of rescuing and re-homing a monkey
- £100 will pay for an education session

Wild Futures is working hard towards the day when all monkeys are free from the threat of the pet trade, free from malnutrition, mental, physical and emotional suffering.

Joey, one of our rescued monkeys was kept in a cage for 9 years in a London flat. Left without sunlight his bones were unable to develop properly causing him to be severely disabled. Stressed, bored and lonely he would sit and rock on his tail, causing blisters and lesions. It is unthinkable to imagine what would have happened to Joey, if Wild Futures had not rescued him. 7 years on from his rescue although he will always be disabled, Joey is a happy monkey; enjoying the fresh air, nutrition, space and company from his own species.

A-Z of Fundraising Ideas

Here are just a few ideas we have thought of, but be creative and come up with your own. That's why fundraising is so fun!



A

Abseil, anniversary party, afternoon tea, art exhibition, auction

B

Baked bean bath, battle of the bands, bingo, book sale

C

Cake stall, car boot sale, car wash, carol singing, charity ball, casino

D

Darts tournament, dinner party

E

Easter egg hunt, eating competition, eye brow shave

F

Fashion show, face painting, fete, film evening, flower show, foreign coins

G

Garage sale, garden party, go wild day

H

Hair do day, Halloween party

I

Ice skatathon, ironing service

J

Jazz event, judo event, jewellery making, jumble sale

K

Kick boxing event, karaoke night, knit-a-thon

L

Ladies' night, lads' night

M

Midnight walk, marathon challenge, magic show, music concert

N

Name the monkey, nature trail

O

Open mike night, orienteering challenge

P

Parachute jump, party time, pool marathon

Q

Quiz night, Queen's jubilee party

R

Raffle, raft race, recycling day

S

Swimathon, singing, sponsored no smoking, sponsored shave

T

Teddy bears' picnic, treasure hunt, tea party, talent contest

U

Unwanted gifts raffle or sale

V

Vintage clothes sale

W

Walking event, wear your wellies to work day, wine tasting party

X

Xmas stall, xmas party

Y

Yoga marathon

Z

ZZZZ sponsored sleep!

How to organise an event

Organising an event can be so much fun but a great deal of organisation needs to go into the planning and marketing to make the event a success. We have provided you with some tips in this booklet, but feel free to give the experienced fundraising team a call for more advice and support.

Key things that should be considered when organising an event:

Deciding on an event - it is important to choose an activity that you will enjoy. Try to be realistic with your fundraising target and the amount of time you will need to put into the organisation of the event. Often, the most successful events are the simplest with a realistic target.

Timing - We recommend giving at least 4-5 months to organise an event. Research online calendars around your proposed date to make sure you don't clash with any other big events that could have an impact.

The venue - Make sure that the venue has its own public liability insurance and get a copy for your records. Make sure the venue has sufficient space for what you want to do and the necessary facilities (e.g. toilets, bar, food making facilities, car parking etc.).

Income generation - Think about how you plan to raise money before or at the event. Collect any money outstanding after the event and try to make sure that money is gift aided where possible.

Health and safety - Arrange first aid cover, if necessary. Make sure you complete a risk assessment. This will help you put in place any measures to minimise risk. We can provide you with a template. Check to see whether you need to obtain insurance for your event.

Licence - Do you need to obtain permission for your event e.g. temporary events licence or street collection permit? Contact your local council to explain what you are organising and they should be able to advise you. Most council applications take at least 28 days so make sure you do this well in advance of your event.

Budget - Have a clear budget in mind and set yourself a realistic fundraising target. List out all the things you think you will need to get your event off the ground. Negotiate with any suppliers to try and get things at the lowest cost or even better for free!



A Rhapsody concert

Top Tips!

1. Ask your company to match your sponsorship if you are taking part in a sponsored event
2. Think about whether there is anywhere in your local area that may be willing to hold a collection box, e.g. a pub, gym, café etc.
3. Let your sponsors determine the length of the challenge, e.g. raise £40 and you'll run 40 miles, or raise £400 and you'll cycle 400 miles!

Human resources - Make sure that you get enough help on the day of your event. Ensure that all your helpers have had clear communication before-hand and any necessary equipment (e.g. hi vis vests for marshals).

Planning - List out all the things you need to do and when so that you can prioritise a list of actions. Keep checking to make sure you are on track.

Marketing - Who are you aiming your event at? Think about whom you want to attend and the reasons why they should attend. Then list out all the ways that you may be able to reach these people, e.g. posters, letters, invites, radio, local papers, online etc. Don't forget to contact us too so that we can put a mention on Wild Futures' facebook and twitter.

Contact our fundraising team for any resources that you may need, e.g. sponsor forms, collection buckets or cans, stickers, posters, information on Wild Futures, gift aid forms, banners etc.

Send all the money into Wild Futures as soon as possible so that we can arrange a nice cheque presentation and well deserved thank you letter/ certificate! Organising an event can be so rewarding and you should feel proud of your achievement!



Lands End to John O'Groats cycle ride

Compiling a press release

It cannot be understated: publicity is one of the most important aspects to organising an event. You want as many people as possible to come to your event to guarantee your idea is a success!

The local radio and newspapers are great. They often publicise local community events. To get their attention to begin with, we would suggest writing a good and eye catching press release. Most people feel unsure about compiling a press release but don't worry, all you need to remember is the following:

- Who is involved?
- What are you doing?
- Why are you doing it?
- Where is your event going to take place?
- When is your event going to take place?
- How much money do you hope to raise for Wild Futures?

We can send you some standard text to include at the bottom of your press release about Wild Futures. A good idea is to think about taking a photo or setting up a photo opportunity (be creative) before the event that could go alongside your press release and invite the press to come along (give them a clear date, time and location). We all know that a picture says a thousand words.

Also make sure that you invite the local press photographer to come along to the event itself. It is quite easy now to find out your local media contacts now with the internet. If you want any help however, just give the fundraising team a call.



Online fundraising

Online fundraising has really increased in the past 8 years. It is particularly useful for sponsored fundraising where you are raising money by asking individuals for sponsorship (e.g. a sponsored walk or even a sponsored wax!).

Setting up a page on **www.justgiving.com** is easy. Just follow the instructions and select Wild Futures (registered charity no. 1102532) as the charity. If you would like any specific text or photos to include on your page then please contact the fundraising team who will be more than happy to help.



The screenshot shows a web browser window with the URL <https://www.justgiving.com/fundraising-page/creation/charity-search?pcid=d7f720d7-8b8b-4b52-8caa-5bf5e533ddd2>. The page title is "Search for the cause you want to support" with a "(Reset search)" link. A search bar contains the text "wild futures". Below the search bar, there are two search results. The first result is for "Wild Futures", featuring a logo of a monkey silhouette and the text "Wild Futures" and "Protecting primates and habitats worldwide". The description states: "Wild Futures (formerly The Monkey Sanctuary Trust) is a UK registered charity founded upon almost five decades of experience as a leader in the field of primate" and includes a "Show more >" link. The second result is for "Wild Frontiers Foundation", featuring a logo with the text "WILD FRONTIERS Foundation" and a description: "Wild Frontiers Foundation has been set up to help provide funds for our own development projects and as a grant giving organisation working with NGOs to deliver" and includes a "Show more >" link. On the left side of the page, there are two sections: "Causes" with checkboxes for "All", "Charities", and "Projects"; and "Categories" with checkboxes for "All", "Animal shelters and charities", "Arts and culture", "Children's charities", "Climate Change (GG Green)", "Corporate social responsibility", "Democracy and Governance", "Disability", "Economic Development", "Education", and "Elderly health and care". The bottom of the screenshot shows a Windows taskbar with icons for Internet Explorer, a media player, and a file explorer.

Once set up, email and text your justgiving page (e.g. www.justgiving.com/joebloggs) to all your friends. You can even share it on facebook and twitter. It is nice to record regular updates on your training or preparation.

You can also have your own mobile text code now in justgiving, which means that people can text donations specifically to support your fundraising challenge.

Raising awareness in general of Wild Futures

Street & store collections

A street or store collection is a great way to collect funds and raise awareness of Wild Futures at the same time. Decide where you would like to hold your collection. Street collections will need a permit from your local council (contact fundraising to help out if you are not sure on this). If you want to hold a collection in a supermarket or shopping mall, you need to check with the manager as to whom you need to apply for permission from. For large supermarkets you often need to obtain permission from their head office which can take months, so plan well in advance.

Once you have a date fixed, make sure you have enough volunteers to help you. Let us know so that we can send you collection cans / buckets and branded material well in advance. At all collections you must ensure that each collector has a collector's ID badge and a copy of the permission to collect.

Stalls

A stall at a local fayre or community event is also another great way to raise awareness of Wild Futures. We can supply you with literature and a small quantity of merchandise to sell. Be creative; make a nice display to attract people to your stall. Make sure you let us know well in advance so that we can send you all you need on time.



How to get involved in campaigns

Sign our petition!

There are an estimated 5,000 or more primates kept by private individuals in the UK today. Primates are intelligent, socially complex wild animals that suffer greatly in captivity, but they are currently afforded very little protection under UK law. What protection does exist is often flouted or ignored – which presents a significant risk to human health as well as compromising the welfare of individual primates. 82% of all rescued primates residing at Wild Futures' Monkey Sanctuary in Cornwall were either improperly licensed or not licensed at all before arrival at the Sanctuary.

All primates are listed by the Convention on International Trade in Endangered Species (CITES) due to the threat posed by international trade to their continued existence in the wild. Conservationists working in primate habitat countries agree that the existence of a legal trade in primates in places like the UK and the USA has a negative impact on wild populations of primates, both directly (through capture for sale as pets to people from these countries) and indirectly (through example). Nevertheless, Critically Endangered species such as cotton-top tamarins continue to be traded as pets without regulation here in the UK.

You can sign our petition on our website. Please share this petition as far and wide as you are able – email, blog, tweet, share and like it! If you do not have access to the internet, we can email you a paper copy.

Send a letter

Send our template letter to your local MP, encouraging them to support the campaign. There is a sample letter below. You can find your MP's contact details at: www.writetothem.com or www.theyworkforyou.com

Write to the Department for Environment, Food and Rural Affairs (DEFRA) explaining why you support the requirement for a legal ban in the keeping of primates as pets. You can find all of the up to date contact information at <https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>

Tips:

- Always be polite!
- Keep your letter concise and to the point
- Feel free to send copies of any replies you might receive to campaign@wildfutures.org or by post to **Campaigns, Wild Futures, Murrayton House, Looe, Cornwall, PL13 1NZ**

Sample Letter:

I am writing to voice my support for a legal ban on the keeping of primates as pets. They are wild animals, totally unsuited to lives as pets. They are dangerous to humans. They are endangered in the wild. An ever-increasing number of tragic cases are making it undeniably clear that existing legislation has failed to protect many of the thousands of privately kept primates in the UK. Leading primatologists, conservationists, and welfare experts worldwide back the call for a legal ban.

Join our activists list

You've signed the petition and written to your MP – what else can you do to help primates in the UK and abroad? Be an online activist! If you would like to receive alerts about issues affecting primates that you can help with by writing letters, making phone calls or otherwise lending your support, please send your email address to campaigns@wildfutures.org. We will add you to our online activists distribution list and you will hear from us when we need to call on you for help!

Wild Futures annual events



Go **WILD** and raise funds for Wild Futures!

Wear **wild** clothing!



Sell **wild** smoothies!

Organise a **wild** cake sale!



Contact our fundraising team for more ideas and information. fundraising@wildfutures.org



Registered Charity No. 1028121
Wild Futures
0844 272 1271
www.wildfutures.org



Parachute for Primates

Dunkeswell, Honiton



Raise £195 and jump for free.

Register NOW!
Contact the fundraising team on:
0844 272 1271 or fundraising@wildfutures.org
www.wildfutures.org



Climb Kilimanjaro



The challenge of a lifetime

Register NOW & join our team!
Contact the fundraising team on:
0844 272 1271 or fundraising@wildfutures.org
www.wildfutures.org

You can register for any of these events by contacting the fundraising team or visiting our website

Contact Details

Please do not hesitate to contact the fundraising team for any advice, support and information. We want your event to be a success and so we are here to help!
Take pictures and send them in for us to share on facebook!

Wild Futures' fundraising team
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Tel: 0844 272 1271 Email: fundraising@wildfutures.org Website: www.wildfutures.org
Facebook: www.facebook.com/wildfutures Twitter: www.twitter.com/wildfutures

Good luck and thank you!

Without wonderful people like you Wild Futures could not continue the good work of protecting primates and habitats worldwide.