



Kent
Wildlife Trust

Fundraising

**for Kent
Wildlife
Trust**



Your fundraising
journey starts here!

kentwildlifetrust.org.uk

Thank you for choosing to support Kent Wildlife Trust



GOLDCREST © ANDY MORFEE

This pack has been carefully crafted to help you unleash your creativity and turn your passion for nature into action.

Inside this toolkit, you'll find a wealth of resources, tips, and guidance to kickstart your fundraising journey. Whether you're planning a community event or embarking on a personal challenge, we're here to equip you with everything you need to succeed.

Printable resources such as posters, sponsorship forms, fold-your-own donation boxes and downloadable content such as social media posts and banners will help you to promote your work. This pack contains essential guidance on processing your donations, claiming Gift Aid and more. You'll also find over 50 exciting fundraising ideas to inspire your campaign.

By challenging yourself and having fun while raising vital funds, you can bring us one step closer to achieving our goal of a better, wilder future. Every pound raised, every cupcake sold, and every mile run or cycled supports crucial conservation work in Kent.

Your commitment to our cause provides a lifeline to our 90+ wildlife reserves and numerous conservation projects, including habitat creation, wilding initiatives, surveying and monitoring and everything in between. We simply couldn't do it without you!

Thank you for joining us on our journey towards creating a #WilderKent.

Warm regards,

Talia Sherrin-Gates,
Head of Fundraising

£50 can help us to purchase native plants to plant at our flagship Visitor Centres, allowing us to educate our visitors on the wonders of wildlife-friendly gardening.

£100 can help to fund identification guides, pond dipping equipment and magnifying glasses to inspire the next generation of nature lovers and teach them about Kent's native wildlife.

£300 can fund a plant or animal survey, helping us to collect vital data about biodiversity in Kent to better protect and restore it.

£500 can repair fencing at a wildlife reserve, creating a safe home for nature and protecting ground-nesting birds.

£1,000 can help us to fund apprenticeships on our reserves, boosting green careers in Kent and ensuring that generations to come possess the skills needed to protect our wild spaces.



Our work

Our mission to protect and restore nature has never been more urgent. Together, we can create a Wilder Kent.

The natural world is invaluable. From the sanctuary it provides to wildlife and people to the air we breathe and the water we drink – nature sustains, nurtures and inspires us. For all that it gives us, we must take action to protect it. We are experiencing climate and nature crises, and every one of us has a role to play in tackling them in tandem.



©JON HAWKINS



©HELENA DOLBY

Preserving nature preserves our future

Nearly one in six species in the UK are threatened with extinction. In Kent, the loss of connectivity between vital habitats is placing further pressure on native wildlife; our once vast, wild landscapes have become harmfully fragmented. Almost 80% of Kent's rivers and lakes have poor water quality, and air pollution is double the recommended average. **If we do not act now, the health of people and wildlife in our county hangs in the balance.**

Taking the lead in conservation action and innovation

As Kent's leading conservation charity, we are taking the lead in protecting and restoring nature, with the aim to inspire regional and global action. We care for **over 9,000 acres of land across 90+ reserves**, using nature-friendly management to ensure that wildlife has a home, and communities can access wild green spaces. We work closely with communities, landowners and partners to raise awareness, value and knowledge of wildlife, giving people the tools they need to advocate for nature.

Action and innovation for nature



©CHARLES THODY

Our flagship projects and programmes



©TERRY WHITTAKER

Wildler Blean Initiative

The first step towards a Wildler Blean saw the introduction of European bison into West Blean and Thornden Woods in 2022 as part of the Wildler Blean project in partnership with Wildwood Trust. These large grazing herbivores have a huge impact on their environment, using natural behaviours to return ecological processes that are otherwise replaced through human management. Our long-term vision is to rebuild ecological connectivity across the Blean landscape by working with private landowners and managers collaboratively – this is the Wildler Blean Initiative.



Chough Reintroduction

Across four decades, we have worked to restore the rare and precious chalk grasslands found at the White Cliffs of Dover. Following years of careful conservation grazing and feasibility studies, several red-billed choughs were released on the coast in July 2023. The reintroduction of this iconic bird represents a massive win for conservation in Kent, making our ecosystems whole again and reconnecting communities to the remarkable species on their doorsteps.

South East Pine Marten Restoration Project

Due to extensive hunting and habitat loss throughout the 19th Century, pine martens were considered by some to be functionally extinct in England. Kent Wildlife Trust, in collaboration with other organisations and a stakeholder working group, are assessing the possibility of restoring pine martens to the South East of England. Pine martens form part of Britain's natural fauna and contribute to a biodiverse environment by dispersing the seeds they eat and influencing small mammal populations through predation as part of their varied diet.

Bugs Matter

Our pioneering citizen science project, Bugs Matter, was launched to better understand insect population numbers in Kent and beyond. Each summer, we ask citizen scientists to count the number of squashed insects on number plates following car journeys using a purpose-built smartphone app. In 2023 alone, our amazing citizen scientists sampled almost 20,000 insects across 6,000 journeys. Data gathered via Bugs Matter is crucial in demonstrating the need for us to take urgent action for insects.



©DAWN MONROSE



©CHELEN WALSH

Education

Our education programmes offer people of all ages the opportunity to explore wildlife. From Study Days that teach surveying and identification skills to Forest School sessions that invite young people to build dens, craft with natural materials and embark on exciting minibeast hunts, education has a vital role to play in bringing people closer to our cause. We hope that through sharing the fascinating world of wildlife with our supporters, we can grow a community that has the interests of nature at its core.

Our mission is to increase wildlife abundance and climate resilience across 30% of Kent's land and sea. Your fundraising campaign will bring us one step closer to reaching our goal.

Fundraising ideas



©VAUGHN MATTHEWS

Check out our list of personal events and challenges to kickstart your campaign!

1. Host a bake sale.
 2. Pledge to go plastic free.
 3. Plan a sponsored run or walk.
 4. Organise a sponsored litter pick.
 5. Host a plant sale or seed swap.
 6. Pledge to make your garden peat free.
 7. Brave a sponsored head shave!
- 8. Sell knitted items, greeting cards or other arts and crafts.**


9. Plan a sponsored bike ride.
 10. Host a charity bingo evening.
 11. Plan a sponsored swim.
 12. Upcycle and resell used clothing and furniture.
 13. Run a sponsored car wash!
 14. Organise a charity dress down day at work or school.
 15. Host a charity wildlife quiz at home, at school or in your office.
 16. Sell unwanted gifts, clothes and more on eBay.
 17. Ask for donations to Kent Wildlife Trust for your birthday.
 18. Looking for an excuse to go to the beach? Host a sponsored sandcastle competition!

19. Plan a sponsored dog walk.



20. Are you a skilled photographer? Offer photoshoots to your friends in exchange for donations to your cause.
21. Host a charity karaoke evening!
22. Pledge to cycle or walk to work for one month instead of using your car.
23. Speak to your local pub about hosting a charity pub quiz.
24. Hold a wild school disco!
25. Place a donation box in your school or place of work. You can download, print and fold one from this pack!
26. Sell your unwanted books.
27. Are you a keen artist? Offer pet portraits to your friends and family!
28. Get your club, colleagues or school together to produce a one-of-a-kind recipe book to sell in your community.
29. Plan a sponsored climb.
30. Host a 'Name the Teddy' competition at school.
31. Pledge to start a school compost heap to combat food waste.
32. Hold a school fete!
33. Speak to your workplace about Payroll Giving.
34. Ask for donations for Christmas.
35. Host a wild coffee morning with your friends, family, colleagues or school.
36. Chase the adrenaline with a sponsored sky dive!

37. Hold a sponsored, wildlife-themed dress up day at school or work.

38. Organise a charity football tournament.

39. Donate your last hour's pay at work each Friday for one month. Can you get your colleagues involved too?

40. Hold an art competition at school.

41. Get sponsored to give up something you love, whether you quit sugar or forego your morning coffee

42. Attempt a World Record.

43. Host a sponsored BioBlitz at school to learn about wildlife AND raise funds!

44. Organise an Ugly Jumper Day at school or at work.

45. Hold a raffle at school or at work – you can even use unwanted gifts.

46. Are you a budding comedian? Host a charity Comedy Night!

47. Host a sponsored Easter Egg hunt at school (or at work!)

48. Offer a sponsored Odd Jobs service to friends and family – mown lawns, pull weeds, wash cars and more.

49. Organise a 'Guess the weight of the...' challenge in your school or office.



50. Take part in a sponsored silence.

You can find sponsorship forms, posters and more at the back of this pack to support your event or challenge.

Fundraising Top Tips



©JON HAWKINS

Check out our top tips for making your fundraising campaign a guaranteed success!

Set yourself a target

Evidence suggests that fundraisers with a target raise over 45% more money than those without. And donors like to follow the trend – that means if you can kickstart your fundraising with a bigger donation, those that follow are more likely to be bigger too!



©DAVID TIPLING

Don't be shy – shout about your challenge!

The more people you tell, the more will support you. Post your challenge on social media and tell your neighbours, colleagues and family and friends. Even if they can't donate directly, they could take your sponsorship form into their own workplace instead.

You could even add your challenge to your email signature – just check with your manager first!

Keep on going!

A huge 20% of donations come in after your challenge has finished! So, keep on going, tell everyone how amazing you did and give it one final push!

Add a selfie

Help your contacts connect with your cause by sharing photos of you taking part in your challenge. You could even film a short video explaining why you care about the cause, what your challenge is, and asking them to donate!

Update your supporters

Thanking your donors along the way is a great way to keep people connected. **You never know, someone might donate twice!**

Match funding

Some companies offer match funding. This means if you raise £100, they will double it to make your total £200. Speak to your boss or HR rep and ask if they can support you – even if they don't have a formal programme, they might agree to help you take part. If you need evidence of your fundraising, or a letter of thanks for the match funding, please let us know. They might even be inspired to join in too!



©NEIL ALDRIDGE

Processing your donations



©ANDREW PARKINSON



©BOB COYLE

Ways to pay:

Bank Transfer:

Account Name: **Kent Wildlife Trust**

Bank: **Barclays**

Sort Code: **20-76-63**

Account Number: **20549290**

Reference: **First Initial, Surname and a reference to your challenge e.g. J. Doe Bakesale**



Pay by cheque:

Cheques should be made payable to Kent Wildlife Trust and sent to:

Tyland Barn, Sandling, Maidstone, ME14 3BD

Please include a cover note to tell us your name, and the name of your challenge.



Pay online:

If you want to donate using a credit or debit card, visit kwtg.uk/donate-here and choose **Fundraising** from the dropdown menu.



JustGiving and Facebook Fundraisers:

If you have set up a JustGiving page or Facebook fundraiser connected to Kent Wildlife Trust's pages, the money will come straight to our bank account. Find out more on [page 11](#).

Match funding

You could find a sponsor to match fund you or ask your employer. This means if you raise £100, they will double it, making your total £200. If you need evidence of your fundraising, or a letter of thanks for the match funding, please let us know.

giftaid it

Gift Aid

By encouraging your sponsors to add Gift Aid, we'll be able to claim an **extra 25p per £1 donated** – and there's no additional charge to you or your sponsors. Remember to collect Gift Aid information on your sponsorship forms, and to add it onto online donations too!

Need help?

Email fundraising@kentwildlife.org.uk or call us on **01622 662012**.

FAQs

Where can I fundraise?

Anywhere you like – just make sure you choose a safe place, you have the right permissions in place before you start, and that your challenge won't impede the natural behaviours of wildlife.

You could take on a challenge at home, in your garden, work, school, or in a public green space.

Please note that actively fundraising on private or council property requires the authorisation of the landholder.

Can I fundraise as part of a team?

Yes! The more people you encourage to take part, the better! If you plan to fundraise as part of a team, you can let us know on your registration form, or create a team JustGiving page here: [justgiving.com/kentwildlifetrust](https://www.justgiving.com/kentwildlifetrust)

Alternatively, you can sign up individually but join forces to take on your challenge.

When will I receive my pack?

This online fundraising pack is separated into sections to make it easy to navigate. We aren't posting paper copies as standard to save on paper usage. However, if you need a paper copy to be sent to you, please contact fundraising@kentwildlife.org.uk

Do I get a reward?

Everyone who completes a fundraising challenge for Kent Wildlife Trust will receive a thank you email and an editable certificate to download.

How do I raise money?

The best way to raise money is by telling everyone that you're taking part. You can share the reason why you're fundraising, what you're doing and update everyone as you progress. Use social media with the tiles provided to help you shout about it. You can download our handy poster and put it up at work, school or in your community and include a sponsorship form, or even make your downloadable donation box.

You could ask friends and family to donate the price of their coffee or offer to clean cars or cut grass in your neighbourhood in return for donations. The opportunities are endless!

Do I need permission to fundraise?

If you are completing your challenge on public property, you'll need to ask the council before you can collect physical donations. However, if you have permission to hold your fundraiser on private property, you can ask the manager or owner to give you written permission to collect physical donations. If you're unsure it's best to ask first!

Is there a minimum I have to raise?

No, there's no minimum amount. Every donation, no matter the size, helps us on our journey to restoring and protecting nature. Even if you can only raise £5 please do still take part, the actions you take and awareness you raise are just as important.

How do I donate cash?

You can either add this to your online fundraiser yourself, so your other sponsors can see how well you are doing, or you can pay it straight in to our bank account here:

Account Name: **Kent Wildlife Trust**

Bank: **Barclays**

Sort Code: **20-76-63**

Account Number: **20549290**

Please do not send cash in the post. If you want to hand in cash in person, please visit us at **Tyland Barn, Sandling, Maidstone, ME14 3BD**. To call ahead please contact **01622 662012**.

How will my sponsors know I completed my challenge?

Keep your sponsors updated using social media channels, sharing your JustGiving page or by email. You can update them during and after your challenge, and don't forget to share photos of you taking part too!

Who are Kent Wildlife Trust?

Kent Wildlife Trust is a registered charity, established in 1958, with a mission to protect and restore wildlife and natural spaces.

We're the county's leading conservation charity, with over 32,000 members and over 1,000 registered volunteers. We manage and protect over 9,000 acres of land across more than 90 different sites and nature reserves.

We work closely with local communities, landowners and partners to protect and improve habitats in the countryside, coasts and towns for the benefit of the wildlife and people of Kent. We are working towards creating a better, more sustainable and wilder future.

How will my donations help?

All the money you raise will go towards helping create a Wilder Kent. That means protecting and maintaining our current reserves, investing in vital equipment for use by our wardens and volunteers, caring for our conservation grazers, working with our community, whether that's landholders, Farmer Cluster groups or schools through our education programme, or in helping to reintroduce native species.

Without your donations, we wouldn't be able to continue our vital work. That's why every penny counts.

Together, we can tackle the nature and climate crises, and together we can create a Wilder Kent.

Using wildlife reserves responsibly



©PETER CAIRNS

1. **When visiting a reserve with your dogs, keep an eye out for signage across the site.** Different areas of our reserves may have different rules regarding dogs. Before starting your challenge, you can find the rules regarding dog walking for each of our reserves here: kwtg.uk/nature-reserves-kent



©KATRINA MARTIN



©BOB COYLE

2. **Cows aren't for cuddling!** Please take caution when walking, running or cycling through routes with grazing livestock. Our conservation grazers are crucial to the maintenance of our reserves. To ensure your safety and theirs, please do not approach them or feed them.

3. **Plan your route.** Make your sponsored activity easier by planning your journey through our reserves ahead of time. You can use apps like Google Maps, Strava or Komoot to plot your route and even share this with your supporters! Some of our reserves may have limited phone signal, so we advise downloading any required maps and routes before your visit.

4. **Buddy up or tell a friend.** If you're planning a sponsored walk, run or bike ride, invite a friend or family member to come along or share your planned route ahead of your challenge. It's always a good idea to have a buddy-system when spending time alone in nature.

5. **Leave no trace.** If you are planning an event at one of our reserves, please take any litter home with you. Some of our reserves have bins, however, we advise bringing your own plastic bag just in case.

Reaching donors on social media and JustGiving



©DAVID TRILING

Check out our handy guides for setting up your Facebook Fundraiser or JustGiving page




1. On your iPhone or iPad, open the **Facebook app**.
2. From the home page, tap on the top right.
3. Type "**Fundraisers**" and then click on the shortcut fundraiser heart coin, "Fundraisers".
4. Tap Create Fundraiser.
5. Select your chosen charity (**Kent Wildlife Trust**).
6. Enter: (a) The goal amount of money that you want to raise and (b) the currency you want the funds to be in.
7. Tap "Create". Your fundraiser is ready to go!

And don't forget to download our [social media tiles](#) to promote your campaign to your friends and family!



JustGiving®

1. Head to [justgiving.com](https://www.justgiving.com) and hit '**Start Fundraising**'.
 2. The site will ask "Are you raising money for a charity?" Click 'Yes'.
 3. You will be prompted to log into your JustGiving account or sign up for one.
 4. Search for **Kent Wildlife Trust**.
 5. You will be asked if you are fundraising in memory of somebody.
 6. From here, you will be asked if you are taking part in an activity (marathon etc.), doing your own activity or simply fundraising.
 7. If you select either 'taking part in an activity' or 'doing own activity', you will then be asked for basic details about your activity. If you select 'just fundraising', you will then be asked if you are fundraising for an occasion or specific fundraising challenge.
 8. Next you will be asked to enter your fundraising target – don't be afraid to aim high!
 9. You will now reach your fully customisable fundraising page. Did you know that by creating a detailed page, you could receive up to 65% more donations? Adding a banner to your page can also increase your donations by 23%! [In this pack, you can find a branded downloadable banner for your JustGiving Page.](#)
 10. Once you have finished editing your page, hit 'Launch Page' and your campaign will become live! Remember, you can edit and update your page whenever you like.
-  Head over to [justgiving.com](https://www.justgiving.com) to start your fundraising campaign today.

Fundraising toolkit

© RICHARD STEEL

We have created some handy assets to get your started on your fundraising journey, which you can download below

I'm raising money for wildlife!

TOTAL RAISED

£

£

£

£

£

£

£

is raising

£

for Kent Wildlife Trust by

Please help me to create a #WilderKent by supporting my campaign.

Your donation helps Kent Wildlife Trust to manage over 90 reserves in Kent, fund the creation of new habitats to promote biodiversity, feed grazing animals that carefully manage the land, install fencing around a reserve to protect ground nesting birds and purchase essential equipment for woodland management.

Every pound makes a HUGE difference to wildlife, allowing Kent Wildlife Trust to protect and restore our natural heritage.

Sponsorship form

Full name _____

Event, pledge or challenge _____

How to use this form

Please fill in the donor details below. If the donor is Gift Aiding, please add the donor's full name and address. Once you have gathered all of your sponsors you can pay in your sponsorship:

BY CHEQUE Cheques should be made payable to **Kent Wildlife Trust**

ONLINE Make payment to the JustGiving link below:

Any funds you raise will go towards a #WilderKent.

Donor details If Gift Aiding, please add your full name and address

ID	NAME	EMAIL	ADDRESS	POSTCODE
0	Mrs Joe Bloggs	joebloggs@hotmail.co.uk	12 Wilder Dr	ABCD 123
1	NAME:	EMAIL:	ADDRESS:	POSTCODE:
2	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
	NAME:	EMAIL:	ADDRESS:	POSTCODE:
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	NAME:	EMAIL:	ADDRESS:	POSTCODE:

I'm raising money for wildlife!

Help me to create a #WilderKent by sponsoring me.

I'm raising money for wildlife!

Help me to create a #WilderKent by donating today.

Download assets!



Kent
Wildlife Trust



**Action and innovation
for nature**

☎ 01622 357800 ✉ membership@kentwildlife.org.uk

Kent Wildlife Trust, Tyland Barn,
Sandling, Maidstone, Kent ME14 3BD



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