



Kent
Wildlife Trust

School

Fundraising

**for Kent
Wildlife
Trust**



Go WILD with
fundraising at school!

kentwildlifetrust.org.uk

Thank you for choosing to support Kent Wildlife Trust



GOLDCREST © ANDY MORFEW

Thank you for joining our team – are you ready for a Wilder Future?

Here at Kent Wildlife Trust, we believe that local action leads to global change; our vision is for a better, wilder future. By fundraising for us, you will be protecting wildlife in Kent by helping us to tackle the climate and nature crises.

From everyone at Kent Wildlife Trust, thank you and good luck on your fundraising journey!

Why fundraise for Kent Wildlife Trust?

We need wildlife. It provides us with the food we eat, the water we use and drink, and the oxygen we breathe. Research states that nature positively influences the mental health of children and teenagers, and that caring for our environment can create a big sense of pride!

Wildlife can be used to cover the school curriculum in more ways than you think: science (plants and animals), literacy (creative writing), maths (measuring), art (photography), PSHE and more!

Through connecting with nature in the great outdoors, young people can build an understanding of social responsibility and develop their respect and appreciation for the environment.



Find our education resources by visiting kentwildlifetrust.org.uk/education

£25 could install a bird box at one of our wildlife reserves.

£50 could provide equipment and resources for school visits and outreach, helping us to engage more young people with nature.

£75 could help fund a 'Nature Tots' session, to inspire the next generation of wildlife enthusiasts.

£100 could install a wildlife camera, so that we can see which creatures are enjoying the habitats we protect and restore.

£250 could help us carry out a butterfly, bat, or moth survey, helping us to monitor and protect threatened species.

£500 could help us look after our new family of bison in Blean woods!



© KERRY SABIN-DAWSON

If your school manages to raise over £500 we'd love to come and see you in-person to say thank you for your hard work!



To arrange this, please email education@kentwildlife.org.uk

To show our appreciation, we'll send a video message to every school that fundraises for Kent Wildlife Trust.

Contents

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



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What's in this pack?

- Step-by-step guide
- How your support can help!
- Term-by-term ideas for fun events
- Wilder Kent Awards
- Staying safe
- Shout it from the rooftops!
- How to return your funds
- Keeping in touch
- Resources

At Kent Wildlife Trust, we manage and protect over 9000 acres of land across more than 90 different sites, and we work closely with local communities to look after habitats in urban, rural and coastal areas for the benefit of wildlife and people.

Our focus is to defend and restore nature through returning missing species and giving nature a voice through our campaigns.

- We have introduced European Bison to help restore natural ecosystem function and boost biodiversity in an area of ancient woodland.
- Our national citizen science survey, Bugs Matter, is helping to monitor insect populations to inform effective conservation policy and practice.
- We have reintroduced the charismatic Chough to the skies of Dover, where they had been absent in the wild for over 200 years!
- Our Wilder Wellbeing programmes give people the opportunity to engage with the natural world and learn mindfulness and coping techniques to help us manage the ups and downs of everyday life.
- Our Education Team engage with thousands of children each year through school trips, outreach events, holiday clubs, and much more to help create the next generation of wildlife enthusiasts.

Any fundraising efforts will help us work towards creating a better, more sustainable and wilder future. **We can't do it without you.**



Step by step guide



©TERRY WHITTAKER

- 1. What's it going to be?** **Decide which activities will work best for you at school**, perhaps your class can help you decide? What event would be practical, who could you invite, where and when will the event take place? Do you need to consider the weather? Get the children involved with the planning stages too if you can!



©HELEN WALSH

- 2. Tell everyone!** **Time to start promoting** - send out invites, let grown-ups know via newsletters and announcements, make posters, print out your QR codes (read more on how to create these on [page 5](#)) and share your plans on social media. Make sure to keep us in the loop so that we can share and celebrate your hard work too! Include important information like time, date, location and purpose.

- 3. Get ready!** **Make sure your fundraising page or sponsorship forms are ready to go**, that you've done a risk assessment and that you're being as environmentally friendly as possible!

St John's CEP School in Sevenoaks made their own bird feeders at school and held a birdfeeder sale at the school to raise money for Kent Wildlife Trust - they raised an amazing £15!



- 4. Have fun!** **It's most important that you have a great time!** Enjoy being part of a community that has come together to support wildlife. Don't forget to take lots of photos and videos (though make sure you have permission first) so you can share your achievements.

- 5. Donate...** **Thank you, and congratulations!** Use your sponsor form, JustGiving page, or money box to collect your donations and when you're ready, send them over to us (find out how to do this below). You've created something amazing, well done!

Reaching donors on social media and JustGiving



©DAVID Tipling

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!



©JON HAWKINS

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.



Top tip! Why not create a QR code that you can share on your fundraising posters. Scan the QR or visit [kwtg.uk/codes](https://www.kwtg.uk/codes) to find out how to create your QR code on Just Giving.

Shout it from the rooftops

© RICHARD STEEL

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

- Download our social media tiles to spread the word
- Customise our fundraising poster to let the locals know
- Keep the grown-ups in the loop by putting something in your newsletter.
- Use our thank you poster to share how much you've raised!

Download assets!



Keep in touch!

We'd love to know what you have planned so please do contact us if you're getting involved, and we're always around if you need any additional ideas or support.

Let us know if you'd like us to share your efforts on our social media, our supporters would love to know how you're helping us!

You can contact us by emailing: education@kentwildlife.org.uk or calling 01622 357800.

If you're sharing your event on social media, don't forget to tag us!

- X (Twitter): @KentWildlife
- Facebook: Kent Wildlife Trust
- Instagram: kentwildlife

Term-by-term ideas



©VAUGHN MATTHEWS

Check out our list of fundraising ideas to kickstart your campaign!

Terms 1 & 2 Autumn/Winter

1. Sponsored walk/wheel/swim
2. Board games night
3. Spooky dress-up or bake sale
4. School disco
5. Organised litter pick!
6. Quiz night
7. Walk to school competition between classes

8. Second-hand September clothes sale



9. Talent show!
10. Seasonal fundraiser
11. Book sale

Terms 3 & 4 Spring

12. Staff new year's resolution sweepstake
13. Wildlife dress-up day!
14. Give something up challenge
15. School Easter egg hunt!
16. Spring clean recycling event
17. Pancake day!
18. Art competition/sale
19. Karaoke night

20. Valentine's day cards and gifts sale



21. Teacher baby-photo guess-who
22. Teddy bear picnic
23. Make your own birdfeeders

Terms 5 & 6: Summer

24. Sponsored silence
25. Read-a-thon
26. Welly throwing competition
27. Treasure hunt!
28. 30 days wild
29. Skill-sharing events or interesting talks: teachers/parents/kids/community
30. Design an obstacle course

31. Host a car washing service.



32. School play
33. Face painting!
34. Plant sale

You can find sponsorship forms, posters and more on page 5 to support your event or challenge.



©LYNDEY YOUNG

School holidays:

You could encourage children to do their own fundraising activities over the school holidays. Do they have grown-ups or friends that would help them run a lemonade stand, or wash cars in their neighbourhood? Get creative – there are endless opportunities to help our local wildlife!



Want ideas for wildlife activities, fun facts, and resources throughout the year? Sign up to our 'Wild About Learning' newsletter for schools here: kentwildlifetrust.org.uk/education/sign-up

Wilder Kent Awards



©JON HAWKINS

**Are you taking action for nature at school?
Do you have bird feeders, recycling bins,
or give your pupils opportunities for
outdoor learning?**

You could be missing out on your very own Wilder Kent Award! Apply this year and receive a commendation, bronze, silver, or gold award for your hard work in protecting wildlife and the environment. It's free to enter and easy to apply – all we need is your submission form and supporting photographs as evidence.

The Wilder Kent Awards is a scheme set up to recognise and reward the work schools, businesses and community groups are doing in helping us create a #WilderKent. By taking positive actions to restore nature, they are helping to create a more climate-resilient county and provide a home for wildlife. Their action benefits us locally and helps tackle the global environmental threats we all face.



©MARJORIE MCCLURE PRIMARY SCHOOL

The benefits to entering:

- Help tackle 'nature deficit disorder'.
- Improve your health and well-being, physically and mentally.
- Personal satisfaction that you have made a real difference.
- Safeguard nature and wildlife for future generations.
- Enjoy new experiences and learn new life and craft skills.
- Spend time in the fresh air and appreciate nature.



©BRABOURNE CEP SCHOOL



Sign up now and we will look forward to seeing you at the next Wilder Kent Awards ceremony!

Processing your donations



©ANDREW PARKINSON

You can collect donations in whatever way is easiest for you!

Bank Transfer:

Let us know when you plan to transfer!

Account Name: **Kent Wildlife Trust**

Bank: **Barclays**

Sort Code: **20-76-63**, Account Number: **20549290**

Reference: **FR SCHL**



Pay by post:

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 school.



Pay online:

If you want to donate using a credit or debit card, visit [kwtg.uk/donate-here](https://www.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 5](#).



©BOB COYLE

Match funding

You could find a sponsor to match fund you. 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**.



© JON HAWKINS

Checklist and safety

Have you got:

- A fun idea**
- Invitations**
- Risk assessment**
- Sponsor form**
You can download this from page 5
- Fundraising target**
- Posters**
You can download templates from page 5
- Info about Kent Wildlife Trust**
- Posts on social media**
You can download templates from page 5

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

Thank you!

Staying safe – making sure your event runs smoothly.

Please stay safe and sensible while you're fundraising. Before things get wild, please make sure you complete a risk assessment, and if you're planning to hold your event outside of school, check www.hse.gov.uk for guidance on locations and licenses. Remember to be aware of any allergens that people may have if food is involved, or if you are using seeds/nuts for something like bird feeder making.

Remember to stay as environmentally friendly as possible with biodegradable, recyclable or reusable decorations to avoid harming our precious wildlife.

Do you know anyone who could help inspire the next generation of wildlife enthusiasts?

We're looking for friendly volunteers to help our Education Team with school visits, holiday clubs, outreach events and much more! If you know someone that enjoys working with children and young people, and loves wildlife, we have a great opportunity for them. Come and join our enthusiastic team in inspiring the next generation of nature lovers.

Get in touch – education@kentwildlife.org.uk



Kent
Wildlife Trust



**Action and innovation
for nature**

☎ 01622 357800 ✉ education@kentwildlife.org.uk

Kent Wildlife Trust, Tyland Barn,
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