

**THE
PANDA
MADE
ME
DO IT**





© NATUREPL.COM / JUAN CARLOS MUNOZ / WWF

LET'S ALL DO IT FOR THE PANDA

WELCOME TO TEAM PANDA!

We're thrilled that you've chosen to be part of Team Panda. Thank you so much for joining us and taking on a challenge to raise funds for WWF's vital conservation work.

We rely on the generosity of people like you to keep achieving incredible things – such as helping wild tiger numbers increase globally for the first time in conservation history, or stopping exploration for oil in World Heritage sites. Your support really makes a world of difference. THANK YOU!

In this pack you'll find everything you need to make your challenge and fundraising a success including some facts about our work and inspirational stories to share.

For more information please visit [wwf.org.uk/events](https://www.wwf.org.uk/events). Get in touch with the team on **01483 426333** or email us: teampanda@wwf.org.uk

Thank you once more for joining Team Panda and have a fantastic fundraising journey!

HOW YOU CAN HELP

Sport and fundraising is a match made in heaven. Whatever challenge you decide to take on, whether it's running, cycling, walking or doing anything that keeps you moving, your fundraising can help to achieve amazing things.

BRIGHTON MARATHON

The Brighton Marathon is one of the most picturesque marathons and a major event for Team Panda! With a stunning backdrop of the sea in one of the country's most vibrant cities, the race gets bigger and better every year.

ROYAL PARKS HALF MARATHON

Team Panda turns Team Tiger for the most scenic half marathon in the UK - Royal Parks Half. Run and roar through the amazing London's parks while raising funds that could help to double the number of tigers in the wild by 2022.

PRUDENTIAL RIDE LONDON-SURREY 100

Celebrating the legacy for cycling created by the London 2012 Olympics, Prudential RideLondon-Surrey 100 follows a 100-mile route on closed roads through the capital and into Surrey's stunning countryside. Join us at RideLondon and use your pedal power to help our vital work.

**For more Team Panda events
please visit: wwf.org.uk/events**



Join us at one of Team Panda events or sign up to an event in your local area and become part of Team Panda by fundraising for WWF.



WHAT YOUR DONATION CAN DO

£10

Could buy 40 seedlings for forests in Tanzania

£25

Could pay for a rhino ranger for ten days

£50

Could train 25 farmers on effective and safe ways to deter elephants from raiding crops in Kenya

£120

Could pay for one camera trap to help monitor wild giant pandas, providing vital insight into their behaviour

£200

Could pay for a dog handler training for one month to track down tiger poachers

£350

Could pay for a bush tent for rangers to use for overnight stays in the field protecting vulnerable wildlife from poachers

£1000

Could support polar bear patrols in Canada to help keep bears away from villages

£2000

Could pay to restore 40 hectares of grassland in the Terai Arc Nepal, vital habitat for tiger prey such as chital and sambar

GET SET

Thank you once more for joining Team Panda and raising funds to help protect our beautiful planet. Our fundraising hints and tips will help you reach your goal.

WWF.ORG.UK/EVENTS



Did you know that findings suggest each time you share your fundraising page on Facebook you gain extra £5 in donation? So share, share, share!



@WWFUnitedKingdom



@wwf_uk



@wwf_uk

#TeamPanda

#ThePandaMadeMeDoIt



Making sure your first sponsorship pledge is a high one can encourage others to be generous. This really works!

GET ONLINE AND SHARE YOUR STORY

Start with setting up your own fundraising page online on Just Giving or Virgin Money Giving:

justgiving.com/wwf
virginmoneygiving.com/charities/wwf

Tell everyone about your challenge and why The Panda Made You Do It.

Make your fundraising personal - it can make all the difference. Add photographs and updates about your training and something about why you've chosen to raise funds for WWF.

Use social media to share your story and fundraising page – this really helps to spread the word and inspire others to help you succeed!

Not Online? Don't worry – we've popped a handy paying in form and a sponsorship form within this pack. It tells you everything you need to know about the process.

GIVE YOURSELF TIME

Getting the ball rolling early will increase your fundraising and help you to stay motivated especially in the later stages of your training.

Ask your friends and family to get involved and join you during training and encourage them to share your story with their friends. Don't forget to ask your five-a-side team, your yoga class or any other local group you're part of.

If they don't want to get physical, ask them to help with other activities such as cake sales, or ask them to be active on social media by sharing your fundraising page and letting their friends know about any donation they made to your cause. This can give you an extra £1 per share.

FOCUS ON YOUR TRAINING

Our fantastic Team Panda training hub will help you prepare for your big day, including any injury questions that come up along the way. Please visit: tzones.realbuzz.com/wwf and for any areas that need a username and password use:

Username: WWF-UK

Password: panda

TEAM PANDA



We created a special group on Facebook for Team Panda members, so you can all meet each other and share your fundraising and training tips.

Make sure to join us today:

facebook.com/groups/wwfteampanda



Fancy more panda-theme merchandise?

Visit our online shop:
shop.wwf.org.uk



Useful tip:

Wearing your The Panda Made Me Do It running vest while training can help to share your story and get a few more donations. It will also bring many friendly smiles from other runners.



© TRISTAN FEWINGS / WWF-UK

GO! (AND DO IT FOR THE PANDA)

There are lots of fun ideas and activities you can do to get the money rolling in. Whether you decide to involve your friends, work colleagues or your local community, we can help to make your fundraising a huge success.

Take a look at a few of our favourite ideas and get more inspiration from the Wonderful World of Fundraising book.



DO IT WITH YOUR FAMILY

Give it up - chocolate, meat or your favourite show – whatever it is, ask your family to sponsor you while you give up one of your bad habits for a day, a week or a month.

Birthday celebration – throw an animal-themed birthday party that encourages people to support our work.

Running with tunes – ask your friends to pick a song or two for your running playlist in exchange for a small donation.



DO IT WITH YOUR FRIENDS

Organise a training session for your friends - running, cycling or a nature walk, so they can join you and get inspired.

Pasta parties – in the week of your event organise a pasta party for your friends. Carb-loading for you and donations too – double bonus!

Swap your old clothes with your friends at a swishing party and get a whole new outfit while recycling your clothes.



DO IT WITH YOUR WORK COLLEAGUES

Bake off time – let's face it, everybody loves cake. Why not make panda themed cupcakes or a tiger face cake to attract more donations.

Organise a 'Guess my time' competition – for a small donation your colleagues can have a go at predicting your finish time and perhaps win a small prize for the closest guess.

Task master – offer to bring a cup of tea/coffee to your colleagues at work for a small donation at a time.



DO IT IN YOUR COMMUNITY

Pub quiz – organise a quiz at your local pub and test people's knowledge on geography and animals. At the same time secure some donations from a small entry fee per person.

Park, river or beach clean – arrange a clean-up in your local area and help nature at the same time.

Book sale – collect all your unwanted books, DVDs and CDs and give them a new lease of life by organising a sale for suggested donations.



...AND SEASONAL FUNDRAISING

New Year resolution – take your friends on a get fit journey by organising a park run or a sponsored walk.

Share your love – use your arts and crafts skills to handmade Valentine's cards.

Easter egg hunt – get your family and friends involved during Easter with a festive hunt.

Bank Holiday bonanza – organise a healthy picnic during Bank Holidays and enjoy quality family time.

Halloween –organise a scary party and run a 'Guess a witch's cat name' game where you pick a name out of 50.

Christmas – be a helpful elf and offer to wrap Christmas presents for your friends for a small donation.

Want more inspiration? Take a look at the Wonderful World of Fundraising book or visit our website for more tips: wwf.org.uk/events

DO IT RIGHT

Visit our website: wwf.org.uk/events for full Team Panda terms and conditions, and to view our guide on making your fundraising legal and safe. We've included really useful information about insurance, serving food and alcohol at your event, holding a collection and running a raffle – and there's even a bit about using our lovely panda logo properly!

PAY YOUR MONEY IN

Once you've collected all your money after your event, bank it as soon as possible and pay by card or send us a cheque made payable to WWF-UK, together with the paying in form which you can find in this pack. We also included a sponsorship form for any offline fundraising you may have. Once you send your cheque please remember to let us know your name, address and how you fundraised, so we can send you a lovely thank you certificate.

USEFUL RESOURCES

We prepared some promotional materials to help you spread the word about your fundraising event. We hope you will find them useful.

To invite more people and tell everybody about your event, get in touch with your local media. They often cover local feel-good stories, like yours.

Download our promotional materials and a sample press release from:
wwf.org.uk/events

YOU'RE AMAZING

We hope this guide has given you lots of inspiration and ideas to help kick-start your fundraising. Thank you for choosing to raise money for WWF, your donation will support our vital work to help people and nature thrive.

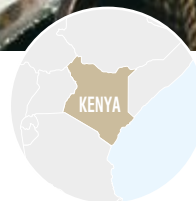
As always we'll be happy to hear from you, so please do get in touch with us at teampanda@wwf.org.uk or call us on 01483 426333.

THANK YOU!



GET INSPIRED

Around the world, incredible people work tirelessly in tough conditions to protect some of our most threatened species. Rhinos, elephants and tigers all depend on them. And they depend on you.



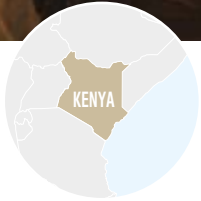
MIKE OLENDU

**Marine Project Coordinator,
WWF Kenya**

As the Marine Project Coordinator for WWF in Kenya, Mike Olendo leads his team conducting crucial work to protect marine turtles in the Lamu seascape. Working in remote areas, Mike describes the dedication required to collect research into turtles' habitats and behaviours. Turtle hunting became illegal in 2013, and since then Mike has worked hard to raise community awareness and understanding of the importance of turtle protection. The seascape, hosting fishing grounds that



70% of local population rely on, is also the home of marine turtles' nesting sites. Thanks to the efforts of Mike and his team, partnerships with fishermen have been established, enabling turtles and people to coexist peacefully. Working together to create sustainable solutions, fishermen now release entangled turtles from their nets, reporting the incidents to WWF, who, in return, provide materials to repair the damaged nets.



DOREEN ADONGO

Ranger, Kenya Wildlife Service

In Kenya, around 680 black rhinos remain in the wild. Doreen Adongo is a rhino ranger working for the Kenya Wildlife Service in Nairobi National Park. At just twenty four years old she envisions a poaching free future for Kenya. Working within the park, rangers like Doreen are required to be alert and ready for anything to happen at any time. Their job can be dangerous, and each day they face the possibility of encountering poachers in life-threatening situations. Patrolling up to fifteen kilometres on a

daily basis, the rangers monitor critically endangered rhinos and provide surveillance and security for other wildlife. Doreen reveals the dedication, focus and sharp survival skills required to do her job, but she wouldn't have it any other way, 'I like what I do. Somebody might say it's a hard task for a lady, but being that it comes right from my heart, it's easy for me. I just have that passion in me'. Without courageous people like Doreen, combatting the threat of poachers would not be possible.

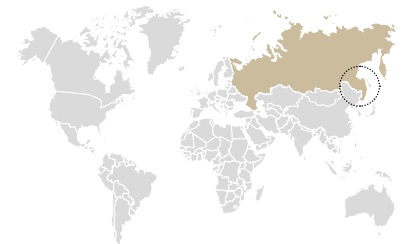


PAVEL FOMENKO

Head of Rare Species Conservation, Russia

95% of wild Amur tigers live in the Russian Far East where nearly all their habitat is unprotected. For over twenty years Pavel Fomenko has braved this harsh environment, putting his life on the line whilst protecting Amur tigers from poachers. Once spending forty nights sleeping in snow, he witnessed a wild tiger kill his dog and lost his only companion in the wintry wilderness. Despite this experience, Pavel continued to track tigers by foot to ensure their protection,

once coming face to face with poachers who attacked him. 'The tiger is like a brother to me. And I always protect my family'. Pavel also uses his invaluable expertise at the Animal Diseases Diagnostics Centre where he investigates possible cases of poaching. Having published several survival books, Pavel hopes to inspire future generations to get involved and help restore and increase the Amur tiger population.



WE'RE WWF

We're helping people and nature to thrive. Right now, too much is being taken from the natural world. And some of the world's most vulnerable wildlife, communities and natural places are at risk.

So we're finding ways to help transform the future for the world's wildlife, rivers, forests and seas. We're pushing for the reduction in carbon emissions needed to avoid catastrophic climate change. And we're pressing for measures to help people live sustainably, within the means of our one planet.

The situation is urgent. The challenges are huge. But our belief in a better future grows stronger by the day.

Together, we can make it happen!

© NATUREPL.COM / ANDY ROUSE / WWF



© NATUREPL.COM / ANUP SHAH / WWF



In Borneo, 40,000 sq km of orang-utan habitat was lost between 1990-2004 - that's an area twice the size of Wales.

© BRENT STIRTON / GETTY IMAGES



4000

In just 16 years, snow leopard numbers have declined by at least 20%, with now as few as 4,000 living in the wild.

© KLEIN & HUBERT / WWF



ACCORDING TO THE LIVING PLANET REPORT WILDLIFE POPULATIONS WORLDWIDE HAVE DECLINED BY 58% SINCE 1970



85%

In the Western Indian Ocean, 85% of turtle deaths are due to human activities

© JÜRGEN FREUND / WWF



55

Around 55 elephants are killed a day for their tusks

© EDWARD PARKER / WWF



96%

We lost around 96% of black rhinos between 1970 and 1992 to wide-scale poaching with only 5,000 left in the wild today.

© GREG ARMFIELD / WWF-UK

