

TEAM PANDA

YOUR FUNDRAISING GUIDE



WWF

FOR YOUR WORLD



**WELCOME
TO
TEAM
PANDA!**

THANK YOU SO MUCH FOR JOINING TEAM PANDA AND TAKING ON A CHALLENGE TO RAISE FUNDS FOR WWF'S VITAL CONSERVATION WORK. WE'RE THRILLED TO HAVE YOU ON THE TEAM!

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 supporter stories to motivate and inspire you throughout your panda adventures.

For more information please visit **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.

**HAVE A FANTASTIC
FUNDRAISING JOURNEY!**

OUR WORLD IS UNDER THREAT LIKE NEVER BEFORE

Globally, we're all using the planet's resources faster than nature can restore itself: we're destroying forests, choking the oceans with plastic, decimating wildlife population sizes and causing devastating changes to the climate.

Nature provides our life-support system – from the air we breathe, to the water we drink and the food we eat. We cannot survive without it.

Whatever challenge you decide to take on for your world, whether it's running, cycling, walking or doing anything that keeps you moving, your fundraising will help to achieve amazing things.

The funds we receive are not just crucial for protecting the natural environment, but also for helping support the communities that share them, often in some of the poorest parts of the world. To learn how your fundraising is helping, please read our success stories on our website [wwf.org.uk](https://www.wwf.org.uk)

TOGETHER WE CAN WIN THE BIGGEST BATTLES.



**WILDLIFE POPULATION SIZES
HAVE PLUMMETED BY 60%
IN UNDER 50 YEARS**



**ONE IN SIX SPECIES IS AT RISK
OF EXTINCTION BECAUSE OF
CLIMATE CHANGE**



**THERE COULD BE MORE PLASTIC
IN THE SEA THAN FISH BY 2050***



**WE DESTROY AN AREA OF FOREST
THE SIZE OF A FOOTBALL PITCH
EVERY TWO SECONDS**



**THE FOOD WE EAT IN THE
UK ALONE IS LINKED TO THE
EXTINCTION OF AN ESTIMATED 33
SPECIES AT HOME AND ABROAD**

WHAT YOUR DONATION CAN DO

Why not share these great examples below ahead of your event with your friends, family and colleagues so they can see how their donations could help. It's a great way to show how much of a difference we can all make!



£5 per month

could pay for 5 tree seedlings to help restore heavily logged or fire-impacted forest by replanting native tree species.



£20

could pay for training a community member to help herd crop-raiding wildlife back into the forest.



£50

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



£110

could pay for a geolocator device to track penguins during winter.



£200

could pay for training of one sniffing dog handler for one month to help tiger populations.



£350

could cover costs of a one day workshop to train community monitoring groups in how to recognise and record evidence of species such as jaguars.



£500

could pay for firefighting equipment to help combat forest fires which have devastated Amur leopard habitat.



£1,000

could compensate fishermen who trial alternative nets that avoid trapping and killing dolphins and porpoises.



£2,300

could pay for a portable satellite terminal for a Russian polar bear patrol.



GO TEAM PANDA



ONLINE TRAINING HUB

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

FACEBOOK GROUP

We've 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

PANDA GEAR

Fancy more panda-themed merchandise?
Visit our online shop: shop.wwf.org.uk



GET SET, FUNDRAISE!

Our fundraising tips and ideas will help you reach – and exceed – your target and play a crucial part in the fight for our world.

WWF.ORG.UK/EVENTS

SHARE YOUR STORY ONLINE

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

justgiving.com/wwf

virginmoneygiving.com/charities/wwf

Make it personal – it can make all the difference: add photographs and updates about your training and fundraising activities and tell everyone why you've chosen to raise funds for WWF.

Use social media to share your story. 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 how to pay in offline donations.

GIVE YOURSELF TIME

Starting your fundraising early will give you plenty of time to reach your target and will keep you motivated, especially in the later stages of your training. You can also take advantage of the calendar and add a bit of seasonal fun to your fundraising and training efforts!

Asking your friends and family to get involved also makes the journey much more enjoyable and helps donations coming in; they could join you during your training, help you for a cake sale or a themed dinner party, and share your story with their network on social media.


Don't forget to also include your yoga class, running/cycling club or any other local group you are part of; you'll be surprised how generous people can be!




TOP TIPS

Findings suggest each time you share your fundraising page on Facebook you gain £5 extra in donation. So share, share, share!

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

 **@WWFUnitedKingdom**

 **@wwf_uk**

 **@wwf_uk**

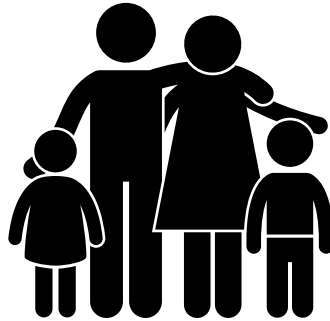
**#TeamPanda**
#ThePandaMadeMeDoIt

INVOLVE 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 in tune – ask your family to pick a song or two for your running playlist in exchange for a small donation.

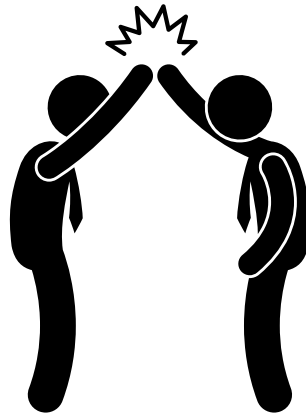


GET YOUR FRIENDS ON BOARD

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. You get a whole new outfit while recycling your clothes and donations from the entry fees!



ENGAGE 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. Game posters are included in your fundraising pack.

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



MOBILISE 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.

FUN(D)RAISE ALL YEAR AROUND

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

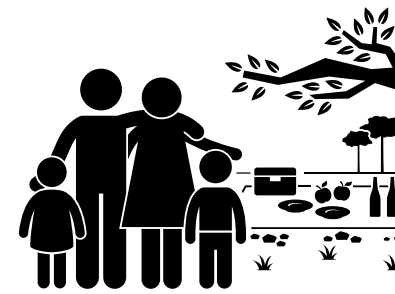
Share your love – use your arts and crafts skills to handmade Valentine's cards and sell them to your friends.

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.



AND ALSO

For more unique, original, easy or wacky fundraising ideas, please visit:

www.realbuzz.com/fundraising-ideas/

Go smash your fundraising target! For your world.

KEEP IT GREEN

Whether organising a bake sale or hosting a themed dinner or a karaoke, we want to help you doing it as sustainably as possible with these 5 tips below. It's time to walk the talk!

1 THE FAB FOUR

Always think about the four Rs: Refuse, Reduce, Reuse, Recycle. Why not share, swap, make, or buy second hand? Remember that the most sustainable option is using what you already own.

2 PLASTIC IS NOT FANTASTIC

Ban single use plastics from your event and encourage people to use reusable coffee cups and/or water bottles, and to bring their own reusable tote bag and/or container.

3 EAT IT

Food production is a major driver of climate change and biodiversity loss but you can help by wasting less (buy only what you need for your event), baking or cooking plant based food (there are a lot of incredible sweet and savoury vegan recipes out there, trust us!) and buying approved sustainable products (look out for the labels!).

4 SAVE A TREE

Use social media such as Instagram, Facebook or Snapchat to promote your event; it will save using paper and will get the word out much quicker!

5 "I WOULD WALK 500 MILES"

Choose a location that will be easily accessible via public transports, cycling or walking. That will cut out carbon emission from car usage – unless it is electric – and get people moving.



DO IT RIGHT

Visit our website: [wwf.org.uk/events](https://www.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, running a raffle and 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.

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!

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](https://www.wwf.org.uk/events)



‘Thank you Team Panda supporters for your amazing energy yesterday at RideLondon - it was greatly appreciated! I loved every minute of it and am so proud to have helped the cause.’

Ben G.
Team Panda cyclist

‘Thanks for all of the support as I went over Tower Bridge! I couldn’t have been more proud to run for Team Panda.’

Georgie J.
Team Panda runner

‘Team Panda has really helped keep my motivation and enthusiasm up high.’

Marine D.
Team Panda runner

‘It was a pleasure to meet the WWF team at the end of the ride and celebrate together. Thank you, WWF for an amazing job and for organizing everything.’

Dorotka O.
Team Panda cyclist

GET INSPIRED

Thanks to the dedication and commitment of our incredible Team Panda members, we can carry on protecting some of the most threatened places on the planet. Together, we are fighting for our world.

‘Fabulous day at Brighton today! Thanks to Team Panda for their organisation, meal, snacks, support and their cheering at the bridge! You helped me achieved a PB! We can all accomplish things if we put mind, body and heart into it!’

Leticia G.
Team Panda runner

‘Thanks so much to the Team Panda cheer squad at the London Marathon today! Fantastic support! Thank you so much! Managed to get round in 3:20:57 in the end and passed my fundraising goal in the process.’

Thomas F.
Team Panda runner



CIARA FLOCK

Brighton Marathon & many more...

£3,115

Ciara chose to run the Brighton Marathon as her first ever 26.2-mile event after hearing about its reputation of having an incredible atmosphere and being well organised. The additional bonus that it’s WWF’s ‘home-run’ made it even more special and it really lived up to her expectations. Ciara decided to support WWF in 2016 “because nothing else matters if we do not have a planet, a home, to live in anymore. WWF does the most incredible work – animal conservation is one of their focus areas, but they are also driving the conversation around climate change, food systems, plastic pollution and deforestation.”

She’s been unstoppable ever since with running 8 marathons and an incredible 50km ultra representing the Panda. “One of the big challenges in training for my

first marathon was facing this big distance for the first time and building up to it. Finding the motivation to go out in the cold or the wet during the winter is always testing too, but with the end goal in mind, you just keep pushing through it!”

Some may find the thought of fundraising AND training daunting, but Ciara took this all in her stride. “Fundraising a certain amount of money seems daunting at first, but if you are passionate about the cause, it helps! Posting regular training update also keeps the conversation going about your fundraising goal – some people also forget about donating, so it’s a good way to give them a nudge. Bake sales, pub quizzes and other socials are always good ways to up those donations and have a great time!” recommends Ciara.



RYAN NAPPI

RideLondon - Surrey 100

£3,525

Always looking for new ways to challenge himself, Ryan combines his love for nature and cycling by taking on RideLondon - Surrey 100 every year since 2015 in aid of WWF: "Riding around Central London on closed roads is a unique experience, so the fact I could do it for Team Panda was the icing on the cake! WWF helps us all feel part of something much bigger than ourselves and keeps me in touch with what I have grown to love, respect and admire: the natural world."

Ryan, who raised an incredible £3,525 over 5 years, found that "people with a similar interest in environmental conservation will often help spread the word and share your story. That helps

donations coming in. Also, if you are close to groups that are interested in cycling, you can set-up a mini sweepstake for the person who comes closest to guessing your finish time."

Ryan's advice "for anyone thinking about taking on RideLondon for WWF but have doubts about the distance and the dreaded Surrey Hills... Just do it! The atmosphere of the crowds and comradery you will feel from all riders are worth every revolution of your pedals."

"I am proud of riding for Team Panda and will continue to do so for as long as I can!"



HEATHER AND RICHARD TIDY

Isle of Wight Walk Challenge

£886

Heather originally did the Isle of Wight Challenge (52km) in 2016 with a tennis friend to improve their fitness for the upcoming league season.

She was inspired by the WWF newsletter which challenged readers to take on an activity and raise funds to support our conservation work.

"Not being a runner, I was attracted to the option of a walk" she says. She took part in the same challenge in 2018, to spend time with her son, Richard, and to continue supporting WWF.

Heather and Richard have always been wildlife supporters: "We want wonderful animals and beautiful natural areas to be preserved and passed on to future generations to enjoy. By doing this walk challenge in aid of WWF, we feel we can help increase awareness and promote causes that are close to our hearts."

"Training for the walk was rather social and fun. Fundraising was a bit more challenging as so many great charities are looking for money, but we didn't give up. We spread the word and numerous friends got involved by joining us for long walks over the weekend."

WE'RE WWF

We're fighting for your world. Our forests are burning, the icecaps are melting and wildlife is being wiped out around the world. Nature, which provides our life-support system, is under threat like never before.

At WWF, we're determined to restore thriving habitats and species. To do that, we're tackling the main causes of nature's decline – particularly the food system and the climate emergency. And we're inspiring a global movement of people who'll help make sure it becomes unacceptable to overuse our planet's resources.

Together, we can begin to restore nature and improve the state of our planet for future generations.

30%

By 2050, polar bear numbers may decline by 30% due to the rapid loss of sea ice.

© RICHARD BARRETT / WWF-UK

ACCORDING TO OUR LIVING PLANET REPORT, WILDLIFE POPULATIONS WORLDWIDE HAVE DECLINED BY 60% SINCE 1970



85%

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

© NATUREPL.COM / SOLVIN ZANKL / WWF



2050

Climate models predict that by 2050, nearly all the world's coral reefs will experience annual bleaching events caused by ocean warming.

© NICK RILEY / WWF-MADAGASCAR

40,000

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



© NATUREPL.COM / ANUP SHAH / WWF

4,000

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



55

On average, around 55 elephants are killed a day for their tusks.

© KINJAL VASAVADA



96%

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

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