



SAVE
OUR WORLD

**YOUR
FUNDRAISING
GUIDE**



WWF

FOR YOUR WORLD



**READY,
STEADY,
SAVE.**



THANK YOU SO MUCH FOR JOINING THE RACE TO SAVE OUR WORLD. YOUR SUPPORT WILL HELP US TO CONTINUE 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 journey.

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: **challenge@wwf.org.uk**

**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 world, but also for helping support the communities that share and rely on it, 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 68%
SINCE 1970**



**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**

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.

SMASH YOUR FUNDRAISING USING JUSTGIVING



MAKE THE MOST OUT OF YOUR PAGE

- If you haven't already, set up your online fundraising page at **JustGiving.com**.
- Add in or set yourself a target – pages with a target raise 46% more on average.
- Tell your story. Adding 'why' you chose to support WWF will help people understand and want to support you, helping you reach your target.
- Make it personal by adding photos and training updates. Pages with photos raise 14% more.
- Share your page on social media, email friends and family. Let everyone know what you are doing.

NOT ONLINE?

Don't worry, we have popped a sponsor form in the pack, along with a paying in slip and freepost envelope. It tells you everything you need to know about how to pay in your donations.

IMAGES: © TRISTAN FEWINGS / WWF-UK



GO GET 'EM, TIGER!



To make a difference to your fundraising total, there are some extra things you can do to really boost your total.

PUB QUIZ

Organise a quiz at your local pub and test people's knowledge, why not include an animal or geography round and link it back to WWF? Add a raffle and you will make a huge boost to your total.

SEASONAL

Utilise things happening around you, whether it's a bank holiday picnic, or a fantasy football league or a Great British Bake-off sweepstake.

BAKE OFF

Let's face it, everybody loves cake. Why not organise an office or community bake sale?

GUESS MY FINISH TIME COMPETITION

For £1 a guess, your friends, family and work colleagues can have a go at predicting your finish time and you can provide a small prize for the winner. You can find the game poster in your pack.

NEED MORE IDEAS?

Resources

wwf.org.uk/events#fundraising-resources

Top tips

wwf.org.uk/fundraise/fundraising-tips

Fundraising ideas

wwf.org.uk/fundraise/do-your-own-fundraising

COUNTDOWN TO YOUR RACE TO SAVE OUR WORLD



The Living Planet Report 2020 reveals population sizes have fallen of more than two thirds in less than 50 years – and there's no sign of slowing down. Time is running out; follow our steps to make the most out of your challenge and raise as much funds as possible to help fighting for your world.

GET READY

Set a target – you may already have a target, for example if you have a WWF charity place. If not setting yourself a target is a great way to stay motivated and raise more. Get what you need – from collection boxes to t-shirts, we have got all sorts of materials for you, just get in touch.



SPREAD THE WORD

Shout about your fundraising to everyone you know. Facebook and Twitter are a perfect place to start and to keep people updated with your progress, inviting people to any events or activities you are putting on and to ask for a helping hand.

Once you've set up your JustGiving page, you can get a unique text code with JustGivingText which you can send on for people to donate to your challenge by text. Find out more at justgiving.com/justgivingtext



APPROACHING EVENT DAY

Boost your fundraising – pay in any offline donations using the enclosed form.

You can get your friends and family a cheer pack so they are kitted out with WWF cheering materials to support you on the day.



THE RACE IS N

TOGETHER, AS A TEAM, WE WILL RACE TO SAVE OUR WORLD.

We will lace up our trainers, oil our gear chains, air out our wetsuits. We will wear our WWF tops with pride. We will stretch, train and tell our friends. We'll post, share and ask for more. We will tire, struggle, we may hit the wall, but we will keep on racing. We will see the finish line, hear the cheers, and we will know that we are part of the team that is racing for change.



TRAINING HUB

To ensure you are fully prepared for your challenge, please visit your very own training hub wwf.org.uk/events/traininghub to download your training plan tailored to your event.

Don't forget that you also have a team of dedicated coaches who can help with your running/training/nutrition/strength and conditioning/injuries/recovery. Simply email info@runningwithus.com with your questions or queries.

If you are a user of the fitness app Strava, you can now automatically share your fitness tracking, training pics, maps and miles to your JustGiving fundraising page and show your supporters how committed you are!

FACEBOOK GROUP

We've created a private Facebook group for WWF's team members, so you can all have a dedicated space to virtually meet each other and share fundraising and training tips.

Make sure to join us today:
facebook.com/groups/wwfteampanda

WWF GEAR

Ensure you have the right kit for your big day; we'll send you a WWF top but feel free to visit our online shop: shop.wwf.org.uk for more panda-themed merchandise.



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 those 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.



Once you've collected all your money after your event, bank it as soon as possible so we can get straight to work.



ONLINE

Use our secure online form to make a payment – [wwf.org.uk/payin](https://www.wwf.org.uk/payin)



PHONE

Bank the money into your account and then give us a call on 01483 426 333 to pay over the phone using a debit or credit card.



POST

Write your full name and address on the back of the cheque and make the cheque payable to 'WWF UK'. Send it in (with your sponsor form and paying-in slip) using the freepost envelope included in your pack. Alternatively, pop it in an envelope addressed to:

Freepost RTGU-ELHL-TZBS
Challenge Events
WWF UK
The Living Planet Centre
Brewery Road
Woking
GU21 4LL

Remember all funds raised online through JustGiving or any other online fundraising platform will be sent to us automatically.

Contact us

If you have any questions about making a payment, please email challenge@wwf.org.uk

THANK
YOU

‘Thank you WWF 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.
Cyclist

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

Georgie J.
Runner

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

Marine D.
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.
Cyclist

GET INSPIRED

Thanks to the dedication and commitment of our incredible supporters, 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 WWF 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.
Runner

‘Thanks so much to the WWF 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.
Runner

DON'T JUST TAKE OUR WORD FOR IT



© CIARA FLOCK / WWF

CIARA FLOCK

Ciara started supporting WWF in 2016 because “nothing else matters if we do not have a planet, a home to live, 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, running 8 marathons and an incredible 50km ultra representing WWF.



© RYAN NAPPI / WWF

RYAN NAPPI

“Riding around closed roads in central London is a unique experience, so the fact I could do it for WWF was icing on the cake. WWF helps us all feel part of something bigger than ourselves and keeps me in touch with what I have grown to love, respect and admire, the natural world... The atmosphere of the crowds and comradery you feel from riders are worth every revolution of your pedals”



© HEATHER AND RICHARD TIDY / WWF

HEATHER AND RICHARD TIDY

“Not being a runner, I was attracted to the option of a walk” Mother and Son duo Heather and Richard took part in the Isle of Wight Challenge to support WWF. “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 weekend walks.”

THE RACE WE CAN'T AFFORD TO LOSE

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.



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



© RICHARD BARRETT / WWF-UK

WILDLIFE POPULATIONS WORLDWIDE HAVE DECLINED BY 68% SINCE 1970 – YOUR FUNDRAISING COULD...



£20

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

© ERIC ROCK



£200

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

© JUOZAS CERNIUS / WWF-UK



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



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



£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.

© STAFFAN WIDSTRAND / WWF



£500

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

© PER ANGELSTAM / WWF

#FIGHTFORYOURWORLD

#FORYOURWORLD



Registered with
**FUNDRAISING
REGULATOR**



For a future where people and nature thrive | wwf.org.uk

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