



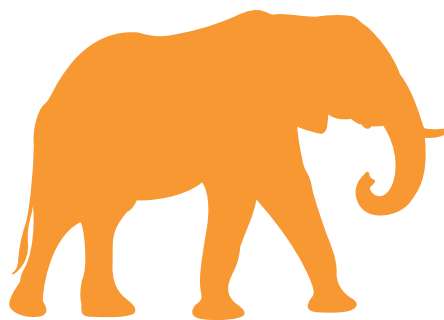
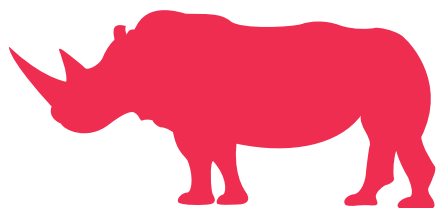
5-14



# WEAR IT WILD

VENTURE LEADER TOOLKIT

GET FIERCE FOR YOUR WORLD.



# OVERVIEW

'The world around us is a truly amazing place. But did you know that the world's wildlife populations have declined by 68% since 1970? Or that a quarter of all mammal species and over 40% of amphibians are threatened with extinction?

It's a worry to know that wildlife populations are decreasing at such an alarming rate, and that vital habitats are disappearing, but we don't have to sit back and watch it happen. Wear it Wild is your chance to show your support for our planet!



Connect your members to wildlife and join the WWF event planners. Wear it Wild fundraising events will be held up and down the UK, with hundreds of youth groups taking part. How your group decides to get involved is really up to you and your members - the more creative, fun and wild, the better!

This Wear it Wild venture pack has been designed to bring out your members' wild side in the form of wildlife-savvy venturers' on a mission to raise funds. This pack is all they need to go on an exciting fundraising challenge to design and implement their own unique Wear it Wild fundraising event.

As well as raising crucial funds for WWF's conservation work, and can help your members work towards their badges.

#### GGUK

- Communicate
- Explore
- Feel good
- Influence
- Make a change
- Network

#### Scouts

- Creative / Artist
- Global issues
- Community impact
- Communicator
- Naturalist
- Team work
- World challenge
- Environmental conservation
- Fundraising'

# GETTING STARTED

Before your members start 'getting creative', you could introduce them to WWF by showing them the video 'A day in the life of...' ([www.wwf.org.uk/adayinthelifeofvimeo](http://www.wwf.org.uk/adayinthelifeofvimeo)) and explore some of the challenges that the world's animals are facing. Visit the WWF website ([www.wwf.org.uk/whatwedo/](http://www.wwf.org.uk/whatwedo/)) for key stats, posters and other resources. Discuss the video and statistics with your members. Explain what WWF does, and set your group the challenge of creating their own Wear it Wild fundraising adventure.

# GET INTO COSTUME

Wear it Wild could be as easy as making a mask, face-painting or 'wilding' a pair of trainers at a single session or putting on a full animal costume at a weekend event.

## Go for broke

Give your group enough time to create a fantastic Wear it Wild costume for themselves using whatever comes to hand. They could use plastic milk bottles to create a turtle shell, tie-dye a plain white t-shirt for a tiger, or even use old cardboard to make some rhino armour. Working in pairs might even inspire some really adventurous costumes! It's also OK to simply slip on a onesie if time is short.

## Create a mask

Start collecting interesting materials for a mass mask-making session. These could be as traditional or wacky as your groups choose - use foraged feathers and leaves, scraps of material or recyclables. Have a competition to find the best! Ask your group to donate a small amount to take part. We also have some great mask templates available online – check out [www.wwf.org.uk/wearitwild](http://www.wwf.org.uk/wearitwild) for more info.

## Make a Wear it Wild mascot

Get your group to work together to make a totally wild and spectacular costume for one volunteer per group or per patrol. Use bits of costume, recycled or found materials. Have a competition to choose the lucky wearer and then parade your mascot at an event. Ask parents/guardians, friends and relatives to sponsor your creation.

## TOP TIPS

- Remember whatever animal costume you and your group members buy or create for Wear it Wild, please make sure they don't feature real fur, only ever use fake fur.
- Remember to recycle clothes for costumes as much as possible. Encourage your members to use recycled clothes from charity shops or jumble sales, or old clothes they or their family don't wear any more, to create their outfits.
- Remember they should also get the permission of relatives before they start to use any of their clothes for their outfit.
- Most of us have access to plenty of recyclables, such as paper, cardboard and plastic that can be used to create their wild costumes. You could even make recyclable fancy dress the theme of your group's Wear it Wild event.

# THINGS TO DO WHEN YOU'RE WEARING IT WILD

## Have an open evening

Get everyone to come and join in the event; parents/guardians too. Lay on some drinks and nibbles, invite a friend and it's a party! For ideas see [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)

## Face-painting

Your group members have got their costumes, so what about giving them the markings too? Volunteers or older members can create some wild designs for a small charge. For ideas see our face painting guide [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)

## Go treasure hunting

A scavenger or treasure hunt in your local town is a great way to get heads turning and the public talking about Wear it Wild – but it's an event which needs some careful planning and help from volunteers and parents as well as local sights, amenities and shops. Give groups of children, accompanied by adults, a list of things they need to do or collect and ask them to photograph each item with a camera or smartphone for evidence. The first group back to base with all their tasks completed wins. It's fast, furious, fun, highly competitive, and you can raise money through sponsorship from parents/guardians, friends and relatives.

## Go on 'safari'

Take advantage of Wear it Wild's early summer date this year and plan a weekend event. Teaming up with other groups in your area increases the excitement and widens the scope of activities they can take part in. Have a Wear it Wild bake sale or BBQ, compete for the best costume or mascot, have a sponsored walk or nature trail, play any number of outdoor games, and round it off with a camp fire and singalong.

## TOP TIPS FOR SUCCESS

**Time** – give your members – and their parents/guardians – enough time to join in. Putting together a wild costume takes more than one evening!

**Communicate** – get the Wear it Wild message across as early as you can to drum up excitement.

**Let them lead** – ask your group what they'd like. Individuals or small groups could even come up with an idea and pitch to the wider group before taking a vote.

Please tell us what you get up to – we'd love to hear about your Wear it Wild events. You can tweet using the hashtag **#WearItWild**, and we'll aim to feature some of them on our website.



# YOUR DONATIONS

Whatever kind of Wear it Wild event your members choose to undertake, remember to add a really wild twist! Log on to [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild) for a whole range of ideas for giving your fundraising event a Wear It Wild makeover. Don't forget to share your pics with us using #WearItWild or send to [wearitwild@wwf.org.uk](mailto:wearitwild@wwf.org.uk)

After your event, please send us the money you've raised. You can do this by completing the paying in form on the back of the letter in your fundraising guide or download a copy at [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)

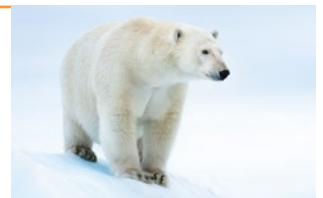
Please send the paying in form with a cheque made payable to WWF-UK to WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL.'

## WEAR IT WILD YOUR DONATION MATTERS!

Here's a snapshot of where your donations could go...

£10

£10 could pay for a blood sample from a polar bear, to help us monitor species affected by climate change.



© Richard Barrett / WWF-UK

£20

£20 could fund collaborative research into sustainable fisheries, to influence positive management of UK and wider fisheries.



© Brian J Skerry / National Geographic Stock / WWF

£100

£100 could pay for one Global Positioning System (GPS) device to help monitor mountain gorillas.



© Richard Barrett / WWF-UK

WEAR IT WILD. GET FIERCE FOR YOUR WORLD.

# WEAR IT WILD TEAM

## Explore

You can also download copies of WWF's 'Explore', a free poster resource that helps young people learn more about various species and the challenges they face [wwf.org.uk/explore](http://wwf.org.uk/explore)

## Green Ambassadors 4 Youth

Also find out about our **Green Ambassadors 4 Youth** scheme which offers practical activities that will enable your group to explore the links between wildlife, the environment and our lifestyles [wwf.org.uk/greenambassadors4youth](http://wwf.org.uk/greenambassadors4youth)

## Any questions? Contact the team!

**call:** 01483 426333

**email:** [wearitwild@wwf.org.uk](mailto:wearitwild@wwf.org.uk)

**post:** Wear it Wild Team, WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

[wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)



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