



# WWF SCHOOLS FUNDRAISING GUIDE

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How to fundraise for WWF during  
your TCS Mini London Marathon





## WHY YOUR FUNDRAISING HAS NEVER BEEN MORE IMPORTANT

**Nature is vital. It provides our life support system. But its under threat like never before.**

WWF is the world's leading global environmental charity. We are working hard to protect our natural world for future generations and with nature in freefall, we urgently need to tackle the underlying causes that are driving the decline.

The UK is one of the most nature depleted countries in the world. Since the 1930's we've lost 97% of our lowland wildflower meadows and over the last century we've lost up to 92% of our seagrass meadows from our UK seas. But we can make a change!

That's why we are asking your school to fundraise for WWF whilst completing your TCS Mini London Marathon. Your fundraising is so vital to WWF's work to restore our amazing planet and help bring our world back to life, for ourselves and for our future generations.



## HOW TO FUNDRAISE FROM YOUR MINI LONDON MARATHON

There are lots of ways you can fundraise for WWF whilst taking part in your TCS Mini London Marathon. Here are some of our top ideas:



### CREATE A SCHOOL SPONSORSHIP PAGE



The easiest way to fundraise is to set up a fundraising page for the school. Pupils can ask parents and family to donate directly to the page and sponsor them for the mile they run. The school can have a collective target or targets for each class. Click here to set up your page.

### ASK PUPILS TO DONATE TO JOIN THE FUN



Another way to fundraise is to ask everyone taking part to donate £2. Why not encourage sustainable fancy dress with a 'Wear it Wild' theme to make the day a bit more special? See our Wear it Wild resources for ideas.

### GET THE PARENTS INVOLVED



If you're hosting an event at the school, why not ask parents to join the fun at the end of the day and take part in their own mile. Parents could donate to take part and there could be some fun prizes at the end. They could even race against the teachers...

### ORGANISE SOME TASTY TREATS FOR THE FINISH LINE



Why not set up a cake stall or tuck shop for everyone after they've run and ask for donations from parents and pupils. It's a fun way to treat pupils after they finish and raise some £'s.

If you have any questions about your fundraising or need support, please contact [fundraising@wwf.org.uk](mailto:fundraising@wwf.org.uk).





## PAYING IN YOUR FUNDRAISING

Once you've collected all your incredible fundraising it's time to pay it in so that we can put it to good use straight away.

If you've fundraised online, donations will be automatically sent straight to us, so there's nothing you need to do. If you have other money to pay in, find the best option for you below:

### ONLINE

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

### BANK TRANSFER

Bank the money into the school account and pay via a Bank Transfer:

**Bank: Lloyds Bank PLC**

**Account Name: WWF-UK**

**Sort Code: 30-93-49**

**Account number: 36404268**

*Please use the schools name as the reference.*

### BY POST

If you'd prefer to pay by cheque, please send a cheque payable to WWF-UK to:

**Freepost RTGU-ELHL-TZBS**

**Community and Events Team**

**WWF-UK, The Living Planet Centre**

**Brewery Road**

**Woking GU21 4LL.**

*Please use the paying in form found here if sending in a cheque.*



# WHAT THE MONEY YOU RAISE COULD DO

**£15** could buy 100 seedlings to plant trees in areas that have been destroyed, and restore our life-giving forests.



**£30** could pay for the equipment needed to replant seagrass in UK coastal waters and restore marine habitats



**£100** could pay for a geolocator tracking device to help find emperor penguins during their foraging trips



**£250** could help us plant 25 trees in Nepal, which will help keep cities cooler in the face of climate change



## GET A WWF ADOPTION FOR YOUR SCHOOL

As a special thank you for fundraising for WWF, we are sending any school that raises over £250 a WWF adoption.

Our WWF adoptions are helping protect and restore iconic wildlife around the world and their precious habitats. Each adoption contains a cuddly toy, welcome pack, adoption certificate and regular updates on your chosen species.

To receive an adoption for your school, simply make sure your fundraising is paid in by 24th May 2024 and complete this form once it has been paid in.

Full T&C's can be found on the form.



If you have any questions about fundraising or you want to share information about your event, please get in touch. We'd love to hear from you!

✉ [FUNDRAISING@WWF.ORG.UK](mailto:FUNDRAISING@WWF.ORG.UK)

☎ 01483 426333



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