



# BRINGING OUR WORLD BACK TO LIFE

YOUR SCHOOL FUNDRAISING PACK  
(4 – 11 YEAR OLDS)





# YOUR WORLD NEEDS YOU!



**Nature is vital. It provides our life-support system. But it's under threat like never before.**

**At WWF, we're fighting to restore thriving habitats and species. To do that, we're tackling the root causes behind nature's decline, such as climate change and the unsustainable food system. And we're inspiring people to put restoring nature at the heart of our everyday lives.**

Wildlife population sizes have plummeted by 68% since 1970 and by 2050 there could be more plastic in our oceans than there are fish. We know we have the solutions, but we can't do it alone. That's why we're so grateful for the incredible support we receive from teachers and schools up and down the country. Put simply, we couldn't keep doing the work we do without you.

In here, you'll find everything you need to help you organise the perfect fundraising activities for your school. It doesn't matter whether you're organising a small fundraising event for your class or with the whole school; whether it's a bake sale or sporting challenge. Every penny you raise can help look after our amazing world.



## DID YOU KNOW?



One in six species are at risk of extinction because of climate change



There could be more plastic in the ocean than fish by 2050



We destroy an area of rain forest the size of a football pitch every two seconds



Wildlife population sizes have plummeted by 68% in under 50 years

**HAPPY FUNDRAISING AND A  
HUGE THANK YOU FROM ALL  
OF US AT WWF!**



# GET SET, FUNDRAISE!

Here are some fun, school-based ideas that can be run as a class or a whole school.

## PLASTIC ISN'T FANTASTIC

Why not reduce the amount of plastic going into landfill and host a plastic toy sale. Encourage your pupils to bring in their old plastic toys they no longer play with to sell and raise money for WWF.

Organise a 'sponsored' litter pick around the local area to reduce the waste around the school and recycle the plastic you find.

## SHOW OFF YOUR WILD WISDOM

Take your students (parents/guardians and teachers too) on a journey of discovery of our amazing planet by hosting a quiz at school. You can charge people to attend and host a raffle on the day. We have loads of quizzes on our website or you can be creative and write your own - [wwf.org.uk/learn/quizzes](http://wwf.org.uk/learn/quizzes)

## PARTY LIKE A PANDA!

Host a tea party in your classroom, or a bake sale for the whole school and invite the parents along. It doesn't matter if you bake it or fake it, or if it's savoury or sweet. Try to buy Fairtrade products where possible. You could even substitute ingredients for vegan alternatives for a more plant friendly recipe!



## REALLY WILD PLANT SALE

Almost 90% of the world's wild plants depend on animal pollination, along with 75% of leading global crops. Pollinator species include wasps, ants, butterflies, beetles, moths and bees.

Why not encourage the children to grow bee-friendly plants from seed and then sell them at a wild plant sale? They will be helping pollinate the planets plants and raising money to save the world at the same time.

## SPELLING-BEE

One out of every three mouthfuls of our food depends on pollinators such as bees. Crops that depend on pollination are five times more vulnerable than those that do not.

You could hold a spelling-bee with pupils collecting donations for the number of wildlife-connected words they spell correctly. Zebra, gazelle, chimpanzee, pangolin...and even teachers may struggle with hippopotamus or Axolotl!



© Lucy Sparhawk



© Lucy Sparhawk



# WEAR IT WILD



This could be the grrrrreatest day of the school year and your chance to rock your favourite tiger print skirt or flamingo shirt. Organise a Wear it Wild event at your school for a dress-up day with a difference; it's a roarsome day! A small donation from every pupil in the school can make a big difference.

It's sure to be a memorable event that everyone can enjoy as well as providing the chance to explore environmental issues.

## MAKE IT

Take the DIY Challenge and get students to create their own masks in the classroom.

## STRUT IT

It's time to put your best fierce foot forward. Host a catwalk competition in the school hall and strut your stuff.

We have lots of wild resources you can print off and use - [wwf.org.uk/wear-it-wild/resources](http://wwf.org.uk/wear-it-wild/resources)

## FUNDRAISING TIPS

Once you've chosen your activity, follow our top tips to help you turtlely-smash your fundraising target!

To help make your fundraising as roar-some as possible, here are some handy hints and tips:



## SET YOURSELF A FUNDRAISING TARGET

Setting a target helps you get up to 45% more donations - aim high. If you start to near your original target, don't stop and aim even higher! Let people know how the money you raise can help WWF's work.



## ROAR INTO ACTION

Once you have decided what you're doing, share it far and wide! School newsletters, Parent Mail, Facebook, Twitter and Instagram are great places to start asking for donations and remember to tag WWF-UK. Don't forget about emails, WhatsApp groups and texts too.

# BIG WINTER WANDER



**Nature is in freefall: we're destroying our forests, polluting our oceans and causing devastating changes to the climate. Our Living Planet Report shows wildlife populations have declined by 68% since 1970. We're also seeing the effects on our own doorstep: the UK is in the bottom 10% of countries globally when it comes to the abundance of nature.**

At WWF, we're bringing our world back to life. Protecting what's left is not enough – we're now in a race to restore the natural world and prevent catastrophic climate change before it's too late.

As a school you can head outdoors, get closer to nature and raise funds to help bring nature back by organising a sponsored Big Winter Wander around your school or in the local area.



## SET UP A JUSTGIVING PAGE

A JustGiving page is an easy way to share your fundraising activities with the whole school and the friends/families of the students. JustGiving makes it easy for people to make donations and for you to keep everyone updated with your fundraising journey. Remember to say why you've chosen to support WWF.

To set up a page visit:  
[JustGiving.com](https://www.justgiving.com)



## FUNDRAISING MATERIALS

We have created some grrreat fundraising materials to help you along the way. We've included some in this pack, but more can be found on the WWF website at: [wwf.org.uk/fundraise/resources](https://www.wwf.org.uk/fundraise/resources)

**HAVE A WHALE  
OF A TIME!**



# WE TOTALLY APE-RICIATE OUR FUNDRAISERS!



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. Here are some schools that have fundraised for us in the past.

## YEAR 5 PUPILS WATH C OF E PRIMARY SCHOOL

Year 5 children at Wath C of E Primary School took on the challenge of running a mile a day for 27 days. Mr Harpur, set up a JustGiving page, sending it to parents to share with family and friends. Within the first day, £200 was raised with the grand total reaching an impressive sum of £485. The children had a great time running every day and raising lots of money.

## ST MARY'S JUNIOR SCHOOL

Pupils at St Mary's Junior School held a Wear it Wild dress down day and raised £292. They raised the money by donating 50p to wear wild clothes to school for the day. They wore animal costumes and animal inspired clothes. They also made wild headbands and other crafts.



## YEAR 6 PUPILS AT ST CHRISTOPHER'S PRIMARY SCHOOL

Ms Gilligan's class had been learning about climate change and the threats faced by tigers. They decided to organise a "Wander for Wildlife" where they wore it wild and collected litter at the same time. They explored their local areas and Ms Gilligan said "The children were very creative with their animal costumes and were so proud to be doing something to help fund your work. We filled 6 bin bags with the rubbish we collected and have raised £269."

## YEAR 5 FOREST GLADE PRIMARY SCHOOL

Year 5 pupils from Forest Glade Primary School held a sponsored sleepover where the children were faced with bush Tucker trial style challenges, a scavenger hunt and tent building with no instructions; just like if they were stranded in the Amazon Rainforest. In total they raised £750!





# FUN

# YOU'RE ROAR-SOME!



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

If you have fundraised via a JustGiving page, donations are automatically sent to WWF so there's nothing you need to do!

## ONLINE



Use our secure online form to make a payment – [wwf.org.uk/payin](http://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 include the sponsorship form and paying-in slip, including the school's details.  
Please do not send cash in the post.*



# KEEP IT GREEN

Whether organising a tiger tea party or a really wild quiz, we want to help you do it as sustainably as possible with these four top tips.

## THE FAB FOUR

Always think about the four R's: REFUSE, REDUCE, REUSE, RECYCLE. Why not share, swap, make, get donations from parents? Remember that the most sustainable option is to use what you already have in school.

## EAT IT

Food production is a major driver of climate change and biodiversity loss, but you can help by wasting less, baking and cooking plant-based food (there are so many amazing sweet and savoury recipes out there, trust us!)

## PLASTIC IS NOT FANTASTIC

Ban single use plastic from your fundraising activities and encourage people to use reusable cups and/or water bottles, and to bring their own reusable tote bag and/or container.

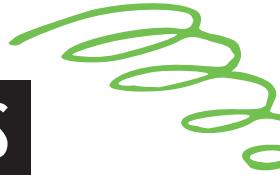
## SAVE A TREE

Use social media and digital communications to promote your fundraising; it will save using paper and will get the word out quicker.





## FURTHER RESOURCES



### PRIMARY SCHOOL CLASSROOM RESOURCES

We want to inspire and equip young people to care for our beautiful planet and have created range of engaging classroom resources and activities.

[wwf.org.uk/get-involved/schools/  
resources/primary-school-resources](http://wwf.org.uk/get-involved/schools/resources/primary-school-resources)

### SCHOOLS SUSTAINABILITY GUIDE

This guide gives loads of tips on how to take action for climate, nature and sustainability in your school.

[wwf.org.uk/get-involved/schools/  
sustainability-guide](http://wwf.org.uk/get-involved/schools/sustainability-guide)

### TEACHER DEVELOPMENT

We're committed to supporting the professional development of teachers and have developed a free online CPD course, Education for a Sustainable Planet.

[wwf.org.uk/get-involved/schools/  
teacher-development](http://wwf.org.uk/get-involved/schools/teacher-development)

# WHAT THE MONEY YOU RAISE COULD DO

**£20** could pay to train a community member to help herd crop-raiding wildlife back into the forest



**£50** could pay for a local school visit by one of our community monitors to raise children's awareness about the plight of jaguars and their habitat



**£100** could pay for a half day boat hire, from which our teams can deploy seed bags on rope to the seabed – to plant seagrass meadows around UK coastlines



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



**£500** could pay for firefighting equipment to help combat forest fires which have devastated Amur leopard habitat



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**

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