

Your fundraising pack



Meadow brown butterfly



© Phil Barnes



Peacock butterfly

© Derrill Dean

You're helping
to protect
Norfolk's
wildlife and
wild spaces!



© Amanda Hiscutt

**Advice and
tips on how
to raise money
for Norfolk
Wildlife Trust**



The
Wildlife
Trusts

norfolkwildlifetrust.org.uk/Fundraise

Hello

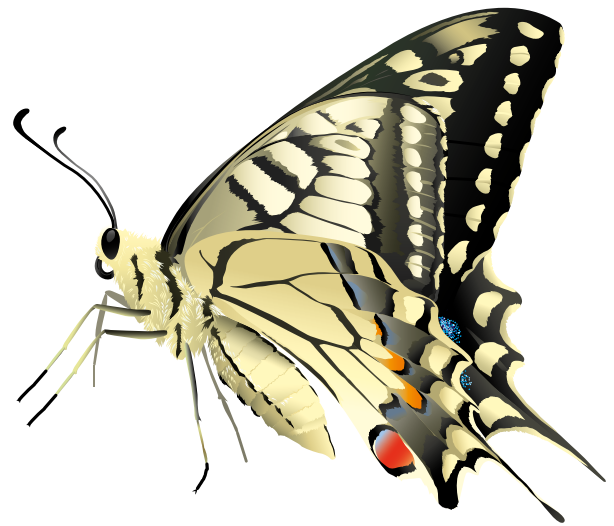
From the whispering reedbeds of the Broads to our rare chalk streams and coastal dunes, Norfolk is home to some of the UK's richest biodiversity. But these landscapes and their wildlife – including bitterns, swallowtail butterflies, and marsh harriers – are facing severe threats from habitat loss, pollution, and climate change.

With your support, we can help reverse this decline. The money you raise could fund projects to restore habitats, protect endangered species and inspire communities to take action for nature.

Every single action – big or small – adds up to a healthier, wilder future for Norfolk's wildlife. So, whether you're baking for badgers, running for rivers, or crafting for conservation, your support is truly invaluable.

This pack is here to guide you through your fundraising journey. Our team will be with you every step of the way. Whether you need help with ideas, setting up your online donation page, or would just like to let us know what you've got planned, we'd love to hear from you!

**Together we can create
a wilder Norfolk for all!**



Swallowtail butterfly

Happy fundraising!

Contact details

Please let us know if you plan to do any fundraising – we'd love to hear about it! If you have any questions, need resources, or just want to share your fundraising story, we're here to help:

Email: fundraising@norfolkwildlifetrust.org.uk

Website: www.norfolkwildlifetrust.org.uk/Fundraise

Phone: 01603 598351

Post: Fundraising Team, Bewick House,
22 Thorpe Road, Norwich, NR1 1RY

Our mission to protect wildlife

© Richard Dabourne

Who we are

As the UK's oldest Wildlife Trust, NWT has been safeguarding and restoring Norfolk's natural spaces since 1926. The Trust currently manages over 60 nature reserves and protected sites across the county including nine Norfolk broads, ten kilometres of coastline and five ancient woodlands.

However, nature is now facing a critical tipping point. The UK is one of the most nature-depleted countries in the world and without sufficient action, the trend is set to continue. One in six species in Britain is at risk of extinction¹ and climate change is increasing the pressure on fragile ecosystems.

But all is not lost. By working together, we can protect and restore Norfolk's unique landscape to help secure a future for our wildlife, to combat the impacts of climate change and to safeguard access to clean air, water and nutritious food for our communities.



Hedgehog

© Rudolf



Our work in action

Norfolk Wildlife Trust is committed to making a difference for our county's habitats, species and landscapes by:

- **Caring for Norfolk's most precious wild places:** We look after nature reserves across the county, managing habitats day in, day out – from ancient woodland and flower-rich grassland to wetland and the coast – so wildlife can thrive and people can enjoy nature.
- **Restoring what has been lost:** We lead ambitious habitat restoration projects, breathing life back into damaged and forgotten landscapes. From restoring rare wetlands and bringing a long-lost stream back to life in West Norfolk, to restoring ancient ponds hidden in the Brecks, we give nature the chance to recover.
- **Inspiring and supporting young people to take action for nature:** Our Wilder Wardens group introduces young people to practical reserve management, whilst Norfolk's first youth-led nature reserve at Sloughbottom Meadows lets young volunteers restore meadows, care for woodland and make nature accessible to the local community.
- **Extending our impact beyond our reserves:** By sharing knowledge, research and best practice with landowners, partners and communities, we help create better places for wildlife across Norfolk's wider landscape.

¹State of Nature Report, 2023, the State of Nature Partnership

Fundraising event inspiration

The first step in your fundraising journey is to choose an idea that excites you! Whether you're an adventurer, a baker or a creative, there's a way for everyone to support NWT.



At home/ community

Wildlife quiz night:

Host a fun quiz all about nature or any topic of your choosing!

Plant sale:

Grow and sell plants to help wildlife.

Bake sale:

Who doesn't love cake? Sell homemade treats to friends and family.



At work

Charity coffee morning:

Bring in tasty treats and collect donations.

Dress as your favourite animal day:

A great excuse for fancy dress!

Office challenge:

Set a fun target, like a collective step count.

Raffle: Ask local businesses to donate prizes.



At school

Non-uniform day:

Charge a small donation to take part.

Wildlife art competition:

Draw or paint your favourite animal and raise money with entry fees.

Eco-fair:

Sell homemade crafts or upcycled goods.

Guess the animal sound:

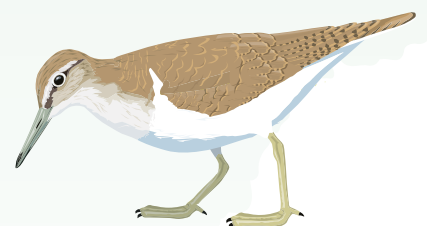
A fun game where people guess the mystery animal.

© Drobot Dean, Monitor6, Denzil Dean

Challenge events

Fancy a more active challenge? Why not sign up for a marathon, take on a trek, or cycle your way around the county and raise sponsorship money from friends and family?

Greenshank



How your fundraising could help

Every pound you raise makes a huge difference to ensuring nature continues to have a home in Norfolk. Here's just some examples of what your fundraising could make possible:

£140 could help look after 1 hectare of ancient woodland for a year, protecting a living landscape shaped over hundreds of years.

£240 could give up to 30 school children a full day at an NWT nature reserve, with guided sessions that spark curiosity, connection, and a lifelong love of wildlife.

£1,500 could help purchase a British White cow, supporting traditional grazing that keeps grasslands, wetlands and meadows full of life.

© Selena Dawson

No matter how much you raise, you'll be helping wildlife and wild places thrive – now and for generations to come.



© Bailey Tait

Bailey Tait and her husband Joel set themselves an inspiring challenge – walking 84 miles of the Norfolk Coast Path to raise money for NWT. Battling tough terrain and freezing camping conditions, they completed the journey and raised over £1,500 – proving that with determination and passion, a personal challenge can make a real difference.

'Hobbling into Hunstanton on the final day was euphoric, not just because we'd done it but also because we had raised over £1,500 for Norfolk Wildlife Trust! Thank you to everyone who donated and for anyone considering their own fundraiser – do it, you won't regret it.'

– Bailey Tait

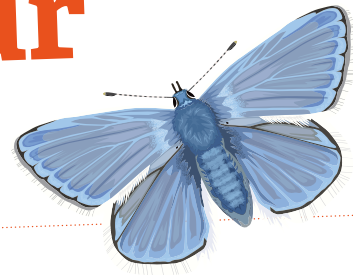
Planning

Whether you're hosting a coffee morning, tackling a nature walk or organising a quiz night, good planning helps everything run smoothly – and makes it more fun! Here's a handy checklist to guide you from idea to event day.

- ☐ **Choose your fundraising activity:** Pick something you'll enjoy and that suits your time, resources and interests.
- ☐ **Set a date and location:** Choose a date that gives you enough time to prepare and avoids any clashes. If you need a venue, book it early and check for access, facilities and permissions.
- ☐ **Set a fundraising goal:** Having a clear fundraising target helps motivate you and gives your supporters something to aim for. Whether it's £50 or £500, every pound makes a difference for Norfolk's wildlife.
- ☐ **Get the word out:** Start promoting your fundraiser early! See our *Promoting your fundraiser* section (page 7) for guidance.
- ☐ **Ask for help:** Friends, family, colleagues – most people are happy to lend a hand! Share tasks like baking, setting up, running stalls or managing donations.
- ☐ **Prepare for the day:** Make a list of everything you'll need and double-check you've got it covered. This might include signs, cash float, tables, banners, first aid kit, and of course snacks for your volunteers!
- ☐ **Thank everyone:** Once you've completed your fundraiser make sure to say thank you to your supporters, helpers and donors – this simple gesture means a lot! A heartfelt thank you goes a long way in making people feel valued.
- ☐ **Pay in the funds:** Use the guidance in the *How to pay in your donations* section (page 10) to send us the funds you've raised. Every penny goes towards protecting Norfolk's wild places and creatures.



Promoting your fundraiser



The more people who know about your fundraiser, the better! Start with the people closest to you – friends, family, neighbours, colleagues – and don't be shy about going wider if you feel comfortable to. You're doing something amazing for wildlife, so don't keep it a secret – get out there and tell the world!

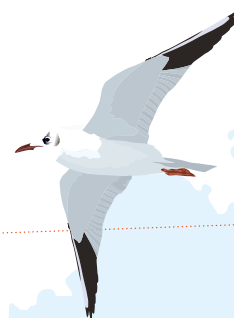
Here are some ways to promote your fundraiser:

- **Social media:** Share your fundraiser across Instagram, Facebook or TikTok – wherever your crowd hangs out! Don't forget to tag us so we can celebrate your efforts too!
- **Online donation pages:** We recommend using JustGiving or Enthuse to set up an online donation page that your supporters can easily donate to. You won't have to worry about paying in the funds as they will automatically come through to us!
- **Go local:** Tell your local community groups, schools or businesses. Local cafes, gyms or libraries might be happy to pop up a poster or share your event.
- **Keep it personal:** A quick WhatsApp message or heartfelt email to friends, family or colleagues can be really powerful. People are more likely to support someone they know.
- **Keep your supporters in the loop:** Sharing updates, photos and stories helps people feel part of your journey. Post your progress on your JustGiving or Facebook fundraising page, and consider adding a short video to show what you're doing and why it matters.



Staying safe and legal

Black headed gull



First aid: Make sure you have appropriate first aid arrangements if you are hosting a fundraising event. The level of cover needed will depend on the type of activity and the number of people attending.

For smaller events, ensure there is at least a stocked first aid kit available and someone responsible for first aid on the day. For larger events – particularly those with around 500 attendees or more – you should have a minimum of two qualified first aiders present.

For further guidance, you can seek advice from organisations such as St John Ambulance or the British Red Cross to help you plan the right level of cover.

© Phil Barnes

Insurance: If your event is open to the public, especially in a public place, you may need public liability insurance. Some venues already have this in place – ask them before you book.

Permissions: If your event takes place on public land or in a public venue, you may need permission from the landowner or local council. Always check in advance and get it in writing if necessary.

Photos: If you take photos of other people at your fundraising event please make sure your attendees are aware and gain their consent for their photograph to be taken.

Risk assessment: Always conduct a risk assessment for any fundraising events to help identify anything that could go wrong and take any actions to make sure they don't. For guidance on how to conduct a risk assessment, visit www.hse.gov.uk



© Julia Jones



Sea buckthorn



Fundraising with children or young people:

If you're under 18, you'll need permission from a parent or guardian to organise a fundraiser.

Legal issues: Planning a raffle, tombola, or public collection? These may require a licence, especially if they're held in public places. Contact your local council or reach out to us and we'll help you navigate what's needed.

Data protection: Please only collect the personal information you genuinely need for your fundraising activity. Keep any data secure, do not share it with others, and only retain it for as long as necessary. Details about how we collect, use and protect personal information can be found in our privacy policy on our website (norfolkwildlifetrust.org.uk/PrivacyPolicy)

Representing Norfolk Wildlife Trust:

When you fundraise in support of NWT, you are representing us and acting as an ambassador for our work. We know you'll do a fantastic job, but please remember to be polite, professional and fair in all your interactions with supporters and donors.

We are committed to upholding the Fundraising Regulator's Code of Fundraising Practice and ask that all fundraising activities carried out in our name reflect these standards. You can read the full Code of Fundraising Practice on the Fundraising Regulator's website if you would like more information about the standards that apply.

This may seem a lot to take in but please be assured – if you have any questions regarding your fundraising or any of the above, please contact us on fundraising@norfolkwildlifetrust.org.uk or 01603 598351 and we will be more than happy to support you in any way we can!



Seven-spot ladybird

How to pay your donations

Every donation you raise will go towards protecting and restoring Norfolk's extraordinary wildlife and wild places. Here's how to get your funds to us:



Online

If you used **JustGiving** or **Enthuse**, your funds come directly to us – easy! Another way to send your donations to us is through our website: norfolkwildlifetrust.org.uk/Donate. If you donate through our website, please do let us know about your fundraising event in the notes section – we'd love to hear what you did and how it went!



By post

Please make cheques payable to '**Norfolk Wildlife Trust**' and send them to: **Fundraising Team, Bewick House, 22 Thorpe Road, Norwich, NR1 1RY**



By phone

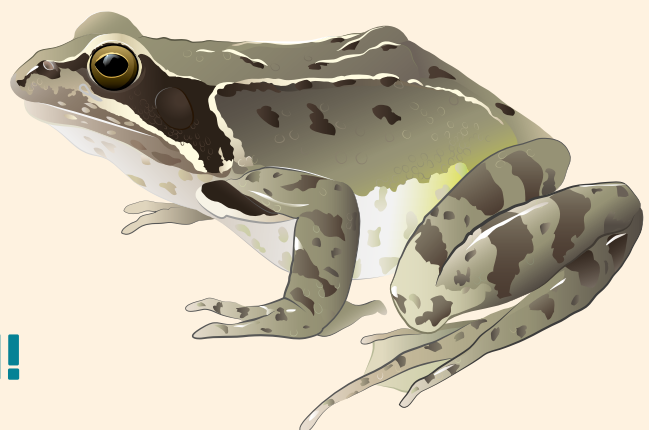
Please call us on **01603 598351** to donate over the phone using a credit or debit card.



Bank transfer (BACs)

If you would like to pay your donations directly into our bank account please email us at fundraising@norfolkwildlifetrust.org.uk for our details.

Your support is truly making a difference – thank you for taking action towards a wilder Norfolk for all!



Common frog

How we can help you

We're here to make your fundraising journey as enjoyable and rewarding as possible. Here's how we can support you:

- **Promotional materials:** Make use of our NWT posters, sponsorship forms and certificate templates.
- **Expert advice:** Our team is on hand to offer tips, answer questions, and brainstorm ideas.
- **Social media shoutouts:** Let us know about your event, and we'll help you spread the word!
- **Fundraising materials:** Ask about our collection tins, leaflets and other literature to add extra flair to your fundraiser.

© Phil Barnes



Thank you!

We're so grateful for your support - your fundraising will help protect Norfolk's wildlife for generations to come. Good luck, have fun, and thank you for making a difference!



© Peter Cairns/2020VISION



Buff-tailed bumblebee

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