

UK Wild Otter Trust

Fundraising Pack





Welcome

Thank you for choosing to fundraise for the UK Wild Otter Trust. Our small charity relies on kind people like yourself to raise vital funds.

In this pack you'll find information on how your fundraising helps, fundraising ideas and more.

We are a registered as a charity in the UK (Charity No: 1167746) and we are registered with the Fundraising Regulator.

We can collect Gift Aid on eligible donations, that's an extra 25% on top of donations and it doesn't cost a penny! Find out more on page 7.

Make sure you check the fundraising guidelines section to ensure laws and licenses are followed.

How your fundraising helps

To rescue, rehabilitate and release back into the wild, one orphaned Eurasian otter cub, it costs us £3000. With around 30 otters coming through our doors every year, costs are high. We rely on donations, grants, and profits from our online shop & events. So, if you feel like you are able to help us continue our valuable work with this iconic species, we would really appreciate your support. UKWOT is fully run by volunteers so everything you raise will go straight to the otters.

HERE ARE SOME KEY COSTS TO HELP WITH YOUR FUNDRAISING GOAL:



Food for the otters is one of the highest costs for our small charity. It costs around £10 a day to feed one otter cub.

It costs around £30 to purchase milk powder that feeds small cubs for a month.

It costs around £50 to deploy our otter ambulance to an otter in need of rescue in Devon.



Fundraising Journey

Choose your fundraiser

Pick your fundraising activity – if you're struggling for ideas we've added some in this pack



Set your target

No matter how big or small, every pound makes a difference for otter conservation



Spread the word

Share your fundraiser with your friends and family. Remember to share on social media.



GOAL



Fundraise!

Share your progress on social media. Remember to tag us, we'd love to see it!

Donate the money you've raised

We've included how to on page 7.



Fundraising Ideas

Individual

- Challenge yourself:
 - Give up your favourite food for 3 months
 - Do sit ups every day for a month
 - Walk your dog for 3 miles a day
- Sponsored:
 - Head shave
 - Leg wax
 - Head shave
 - Litter pick/beach clean up (also helps wildlife)
- Have a clear out and sell your unwanted items.
- Hold a charity bake sale.
- Is there a word you say too much? Put £1 in a jar every time you say it.



Group/Family

- Hold a virtual or in person quiz – everyone donates to take part.
- Bingo (Make sure to read our fundraising guidelines section).
- Event:
 - Gala
 - Masquerade ball
 - Golf tournament
 - Sport match
- Sponsored litter pick/beach clean up(also helps wildlife).

Children

- Sponsored:
 - Reading challenge
 - Silence
 - Litter pick/beach clean up (also helps wildlife)
- Sports challenge (e.g. keepy-uppy with a ball) or game.
- Event:
 - Sports tournament
 - Battle of the bands
 - Easter egg hunt
- Bake sale.
- Art competition.



Fundraising Ideas

School/College/University

- Sponsored:
 - Silence
 - Litter pick/beach clean up (also helps wildlife)
 - Dress up/down
- Games:
 - Guess how many sweets in the jar
 - Guess the name of the teddy
 - Throw sponges at teachers
- Events:
 - Seasonal party
 - Sleep outdoors
 - Battle of the bands
 - Talent show
 - Fashion show
 - Quiz
 - Karaoke
 - Sports tournament
 - Zumbathon
 - RAG week
- The apprentice – each team is challenged with raising as much as they can. You could sell sweets, make friendship bracelets, or even charge for a service e.g. car wash.
- Bake sale, selling crafts



Work

- Dress up or down day.
- Office etiquette – write a list of funny rules with a £1 fine for anyone that breaks them. (Make sure everyone agrees to take part).
- Charity sports match
- Car wash
- Treasure hunt
- Job swap.
- Match giving: Does your employer offer match giving? It could mean they match what you raise pound for pound.
- Quiz, raffle (Make sure to read our fundraising guidelines section).



Donate the money you've raised

There are several ways you can donate the money you've raised for us.

If you've set up a fundraiser on Facebook, GoFundMe or JustGiving, the funds should be transferred to us automatically.

You can donate the money via PayPal or Stripe. Links can be found on our website - <https://ukwildottertrust.org/donate>

If you would like to donate the money a different way e.g. via cheque please email info@ukwot.org



Gift Aid

If a donator is a UK tax payer we can collect 25% extra on top of your donation and it doesn't cost a penny!

Online platforms such as JustGiving will automatically ask if the donator is eligible to Gift Aid their donation.

If you are using our sponsorship sheet (can be found on the fundraising section of our website), there is a Gift Aid tick box and space for their address (we need their address to claim the Gift Aid). Completed sponsorship forms can be emailed to fundraising@ukwot.org.

The Legal Bit

Food Hygiene

Food hygiene laws apply whether food is for sale or not. Please ensure that you check out and follow the latest hygiene regulations at [food.gov.uk](https://www.food.gov.uk).



Licenses

Ensure that you have the correct licenses for your event, e.g. selling alcohol or live entertainment. Contact your local council for more information.



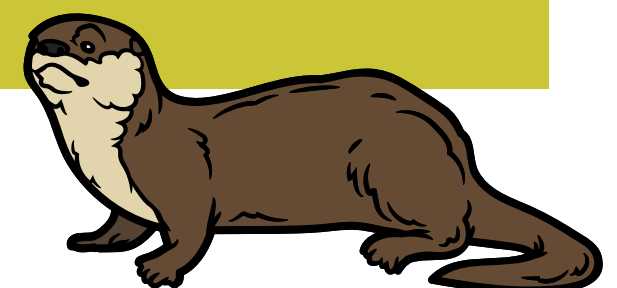
Raffles/Lotteries

When running raffles and lotteries ensure to check out the latest regulations with the Gambling Commission [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)



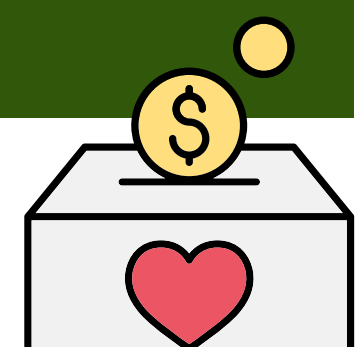
Insurance

We, UK Wild Otter Trust, cannot accept any liability or provide any financial assistance for any fundraising or events.



Collections

It is illegal to carry out house-to-house collections without a license. Your local council will be able to provide for information.



Contact Us

**Need more information or fundraising help?
We're happy to lend a hand.**

General Enquires

info@ukwot.org / 07770324770

Fundraising Help and Questions

fundraising@ukwot.org



Thank you