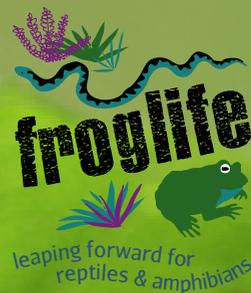


# fundraising for froglife

everything you need to know to start raising money  
for amphibians and reptiles



# froglife

is a national wildlife charity dedicated to the conservation of the UK's amphibians and reptiles, and the habitats on which they depend.

## HELP US PROTECT WILDLIFE.

Did you know, amphibians and reptiles are disappearing across the world?

In the UK we have 13 species of native amphibians and reptiles.

These amazing animals are often overlooked, but are very important to the natural world.

They are both predators and prey, and form crucial links in the food web.

When you fundraise for Froglife you are helping to protect amphibians and reptiles, and many other plants and animals besides!



# WE NEED YOUR HELP!



Making a difference starts with you!

Froglife needs committed, passionate people to help conserve the UK's amphibians and reptiles.

Whether your contribution is large or small your fundraising allows us to continue our vital conservation and education work.



FIND OUT MORE ABOUT OUR WORK AT:  
[WWW.FROGLIFE.ORG](http://WWW.FROGLIFE.ORG)

# EVERY PENNY HELPS



**£5** Buys native bulbs and wildflower seeds to create a flower meadow.

**£50** Pays for native pond plants for newly built ponds

**£500** Pays for the liner of a newly built pond.

**£1,500** Buys a 4x4 vehicle so we can access hard to reach sites.

**£5,000** Provides research funding for an MSc or PhD into amphibian and reptile declines with Froglife.



*giftaid it*

And don't forget to ask people to tick the Gift Aid box on the fundraising form when they sponsor you. It means we get up to an extra 25 pence for every pound you raise!

# FROGLIFE'S TOP TIPS FOR SUCCESSFUL SPONSORSHIP

1. Tell everyone about your sponsored activity or event.
2. Carry your sponsorship form wherever you go!
3. Tell people about Froglife's work and how your fundraising will help.
4. Plan ahead and start early, especially with training for sporting events!
5. If possible, collect in your sponsorship money before your activity, rather than afterwards.



## FUNDRAISING MATERIALS

To help you on your fundraising journey, we have put together some resources. Including posters, fundraising forms and guidance. You can download these from our website.

[www.froglife.org/what-you-can-do/fundraise-for-us/](http://www.froglife.org/what-you-can-do/fundraise-for-us/)



# IT'S TIME TO GET STARTED!

Before you start fundraising for Froglife, think about the following:

**WHO?** Do you want to fundraise individually, or as part of a group? Fundraising with family, friends and classmates can be great fun and can help to raise more money than solo efforts.

**WHAT?** What kind of event or activity do you want to do? Choose something you will enjoy!

**WHERE?** Do you need a venue for your fundraising activity? Could you run it at home, at school, or at a community hall?



**WHEN?** Weekend or weekday, morning or evening? Could you combine your fundraising activity with a seasonal event such as Easter, Christmas or Halloween?

## SET YOURSELF A FUNDRAISING

**GOAL.** Work out if there are any costs and estimate how much money you are going to make. Keep a list of what you spend. Set yourself a realistic goal.

## LET PEOPLE KNOW!

Froglife can supply posters, invitations and flyers to help you advertise your fundraising event.

Don't forget to tell Froglife about your fundraising efforts. We can help to promote your event by posting it on our website and social media pages.



# FUNDRAISING IDEAS

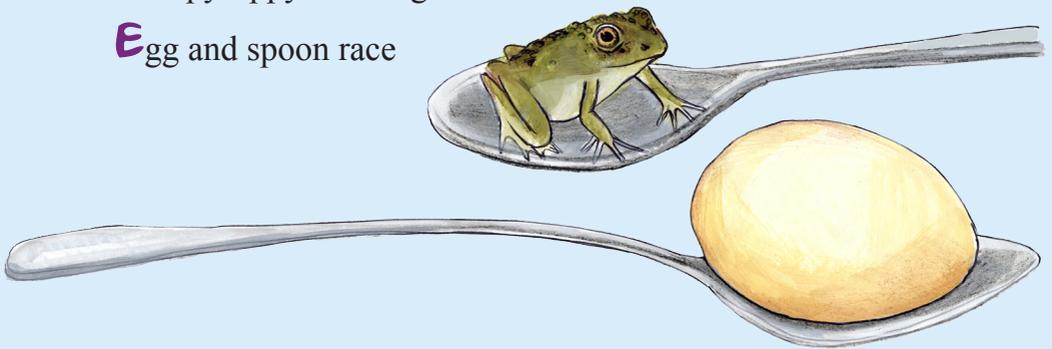
**S**chool play

**N**on-uniform day

**A**rts and crafts day

**K**eepey-uppy challenge

**E**gg and spoon race



**L**eap frog competition

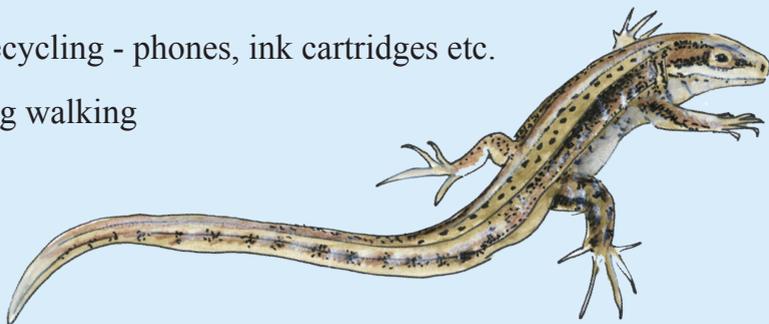
**I**ce skating

**Z**oo quiz

**A**ssault course

**R**ecycling - phones, ink cartridges etc.

**D**og walking

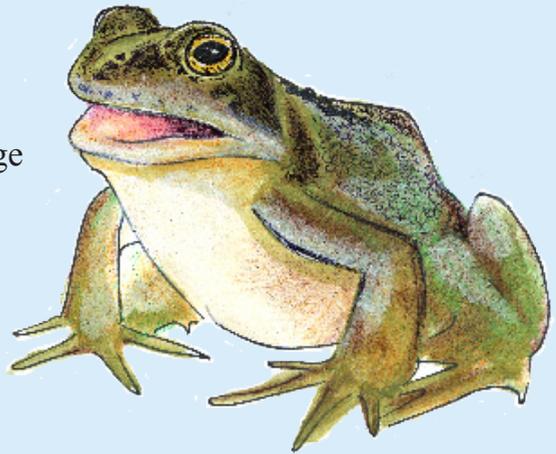


**N**ominate a teacher challenge

**E**gg decorating competition

**W**elly throwing

**T**reasure hunt



**T**alent show

**O**nline auction

**A**fternoon tea

**D**ance competition

**F**ace painting

**R**affle

**O**dd job day

**G**arden Party



# HAVE FUN AND KEEP SAFE

We want your activity or event to be successful. So here is some advice to help you, and others, stay safe and legal. If there's something you're unsure about, please contact us before you begin to fundraise, or check our website for further information:

[WWW.FROGLIFE.ORG/WHAT-YOU-CAN-DO/FUNDRAISE-FOR-US/](http://WWW.FROGLIFE.ORG/WHAT-YOU-CAN-DO/FUNDRAISE-FOR-US/)

**HEALTH AND SAFETY** It is your responsibility to make sure that your event is run safely. You should do a risk assessment to make sure that you have considered the health and safety of all your participants: [WWW.HSE.GOV.UK](http://WWW.HSE.GOV.UK) is a good place to get up-to-date advice.

If your event includes lots of children make sure that there is plenty of adult supervision.

Think about first aid and fire safety. You could contact your local St John Ambulance and your local fire station for advice.

**FOOD HYGIENE** Please take great care when handling food. Make sure you prepare, store, display and cook food safely. For more information check [WWW.FOOD.GOV.UK](http://WWW.FOOD.GOV.UK)

**INSURANCE** If you are running an event at home, you should check whether your insurance policy covers you for Public Liability. If you decide to hire a venue, ask to see their insurance certificate and check if you need to add anything. Froglife cannot take responsibility for any accidents at your event.

**PHOTOGRAPHY** If you want to use photographs from your event to send to the local paper or to us, then please ask people's permission. Ask them to sign a photo permissions form. You can download a form from our website.

**LOTTERIES AND RAFFLES** Simple raffles are very easy to run, just remember to charge a standard price for each ticket and to draw the name of the winner before the event is over. Raffles run over a longer period of time or where you sell tickets at more than one venue will need a local lottery license from your council.

**PUBLIC COLLECTIONS** All collections held on public property need to be registered with the local authority. If you wish to collect on private grounds, such as a supermarket, you will need the permission of the manager.

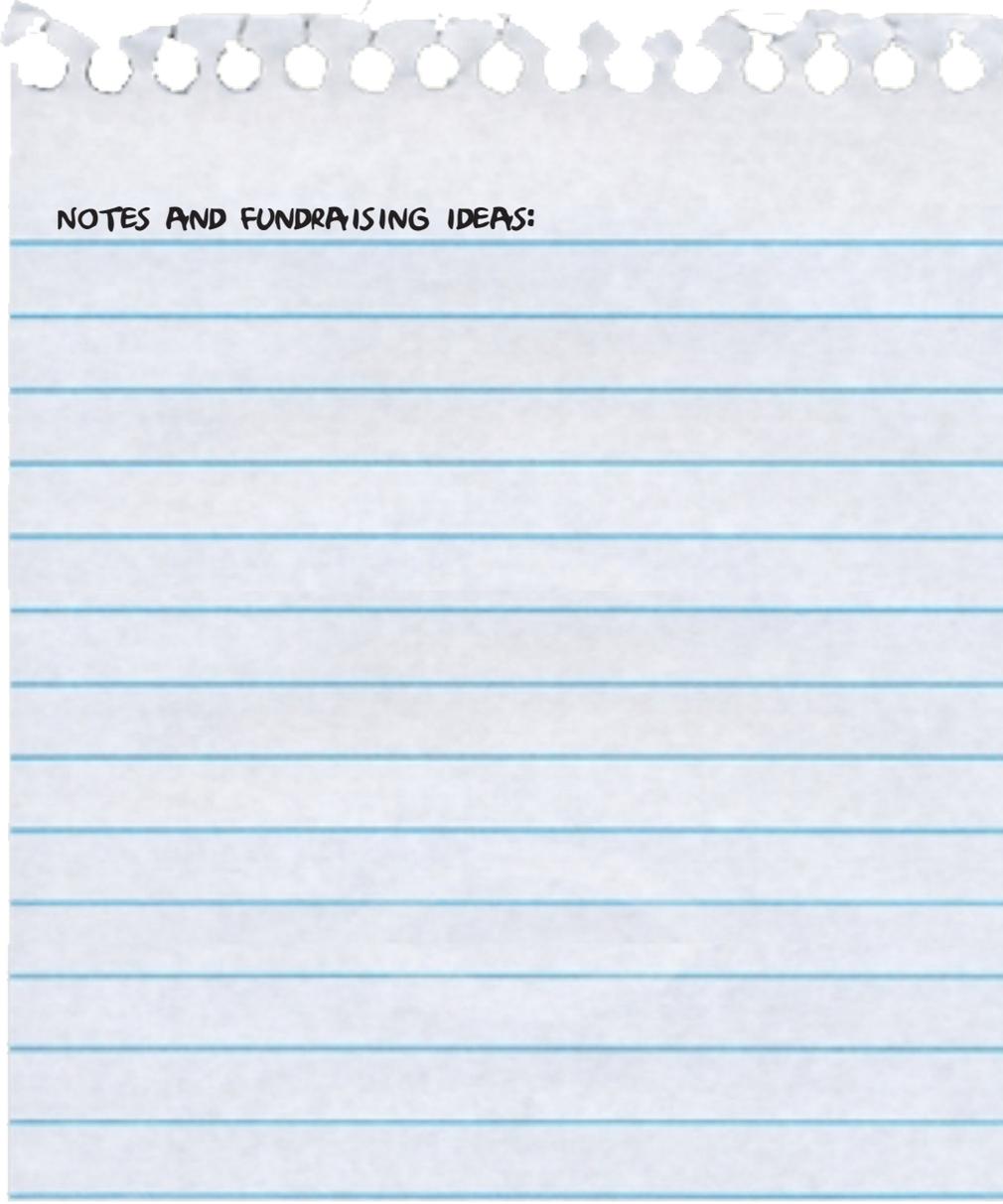


**FROGLIFE LOGO AND MATERIALS** If you make your own fundraising materials, we can provide you with the Froglife logo, In Aid Of disclaimer, and advice on how to use them. Make sure to include our registered charity number on any materials, and make it clear that you are fundraising 'in aid of' Froglife but that you do not represent it.

# PLANNING YOUR FUNDRAISING

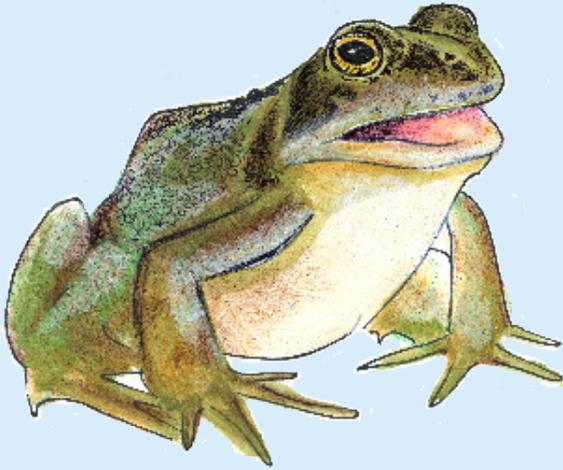
Use the following pages to help plan your fundraising, and to keep a note of your ideas and contacts.

**NOTES AND FUNDRAISING IDEAS:**



**MY CHECKLIST:**

**USEFUL NAMES AND NUMBERS:**



THANK  
YOU!

Thank you for helping Froglife to protect the UK's reptiles and amphibians. We hope that this guide was useful. We hope you enjoy fundraising for us - every penny you raise makes a big difference.

For more information on fundraising for Froglife visit our website: [www.froglife.org/what-you-can-do/fundraise-for-us/](http://www.froglife.org/what-you-can-do/fundraise-for-us/)

The Froglife Trust Fundraising Guide  
Froglife 2014  
[www.froglife.org](http://www.froglife.org)

All photographs copyright of the photographer.  
Illustrations by Vanessa Barber unless otherwise credited  
Froglife, 1 Loxley, Lincoln Road, Werrington, Peterborough, PE4 5BW

Froglife is a registered charity (no.1093372 in England & Wales and no. SC041854 in Scotland) concerned with the protection and conservation of native herpetofauna in the wild.