



Wildlife Aid

F O U N D A T I O N

Registered Charity No. 1138944



**WILDLIFE AID
FOUNDATION
FUNDRAISING
PACK**



WELCOME

“The Wildlife Aid Foundation grew out of my overwhelming passion to protect wildlife. For over 40 years, we have been rescuing, rehabilitating, and releasing wild animals; now, dealing with more than 20,000 wildlife emergencies, every year. For 16 years, the TV programme ‘Wildlife SOS’ followed me as I travelled extensively, reporting on the plight of wildlife, across the world.

We have purchased 20 acres of land, in Surrey, and plan to create a wildlife corridor with vital habitats, establish a learning centre to enable everyone to discover how to protect, support and live alongside our wildlife, and build a world-class wildlife hospital and rehabilitation centre three times the size of our current premises.

I’d like to, personally, thank you for choosing to support our on-going efforts to save British wildlife and I wish you the best of luck on your fundraising adventures!”

SIMON COWELL MBE
Founder & CEO
The Wildlife Aid Foundation



THE WORK OF WAF

We run one of the UK's busiest wildlife rescue and rehab centres, where we deal with over 20,000 wildlife-related incidents, each year. It's a 24/7 job. On any given day, our rescuers will be cutting fox cubs from garden netting, our vets will be performing life-saving surgery, while our carers look after hundreds of young babies being nursed in our rehab centre.

At WAF, we believe passionately in the importance of education in helping to preserve our heritage. That's why we are encouraging everyone to do one thing, each day, to help wildlife and the environment. This all leads in to what will become the new Wildlife Aid Centre. Building a world-class wildlife hospital and rehabilitation centre three times the size of our current premises!

Check out our website to find out more about the new centre and our environmental project, iDot.



HOW YOU CAN HELP

Did you know that your fundraising efforts can help so many animals in need? The more people that donate, the bigger the impact!

We are not species specific, here at Wildlife Aid, so whatever British species you can think of, we've most certainly treated it!

£50 Will help hand-rear an orphaned hedgehog!

£100 Will help us treat and care for an injured fox!

£250 Enables us to buy an incubator for our ICU!

£300 Allows us to rear & rehabilitate an orphaned badger cub!

£400 Means we can fix a buzzard's broken wing!





ACTIVITY IDEAS



Whatever you can do to help will be hugely appreciated, whether it's holding a car boot sale, celebrating a special occasion or simply shopping online to benefit WAF. All of these actions will benefit our wildlife, so why not do one thing, each day.

Here are a few ideas to help get your imagination going!

In school

Ask your teachers if you can hold a wildlife-themed mufti day, with each pupil donating £1 in aid of WAF.

Adults

Have a clear-out of your old, unused items and hold a car boot sale or sell the items online.

Instead of receiving gifts for your birthday, start a fundraiser on Facebook and ask friends and family to donate.

Families

Help out your neighbours by walking their dog or doing a spot of gardening for a small donation.

EVENT IDEAS



You don't have to do things alone, why not include your friends, parents, colleagues or even your entire school, and do one thing, each day, for wildlife?!

In school

Hold a class (or entire school!) bake sale.

Hold a wildlife games afternoon for your class, including things like pin the tail on the fox and ask for a £1 donation for each go.

Adults

Hold a pub quiz charging each team an entry fee.

Families

Enter in to a family fun day competition and get sponsored for each event.

Set up a car wash for the weekend and ask your neighbours to get involved.

Workplace

Hold a charity game, where the whole team can get involved. Rounders, football or anything you fancy.

Ask your colleagues to gather items and hold a raffle.





SPREAD THE WORD

There are so many ways in which you can spread the word about your fundraising campaigns.

Here are just a few ideas:

Post across your social media channels and tag us!
@wildlifeaid & @iDot

Create a poster to put up around your school/local community boards/workplace and even your car window.

Post on your school or company intranet or student site and encourage people to get involved!

Ask your local radio station or newspaper to give you a shout-out.

SPONSORSHIP

You may have decided to do a fun run or even a marathon. Whichever activity you are doing, we thought that a sponsorship form might come in handy, so you can keep track of how much you have raised, so far!

Whilst collecting sponsors, be sure to ask if they would like to include Gift Aid on their donation. This simply means that, as a charity, we can collect an extra 25p per £1 donated. To do this, we'll need their address, so make sure you ask them to jot it down on the form.

GIFT AID DECLARATION

for past, present and future donations
The Wildlife Aid Foundation
(Registered Charity No. 1138944)

giftaid it

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation, please tick the box. I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to The Wildlife Aid Foundation. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please Note: We keep a record of the declaration for HMRC compliance purposes and do so in full compliance with our privacy policy: wildlifeaid.org.uk/privacy-policy

Please notify the charity if you: • want to cancel this declaration • change your name or home address • no longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



Name	Address	Email	Donation Amount	Gift Aid (Please Tick)	Join WAF's email list (Please Tick)
Simon Cowell	42 Wallaby Way, Leatherhead, KT22 0AL	Simoniswildlifeaid@gmail.com	£1million	<input checked="checked" type="checkbox"/>	<input checked="checked" type="checkbox"/>

*Please write your address above if ticking the Gift Aid box, also see detailed Gift Aid info on left page.



CONTACTS

We'd like to say a huge THANK YOU to you, for choosing to support the animals, here at Wildlife Aid. Without people like you raising funds, we simply wouldn't be able to continue the vital work needed to rescue, rehabilitate and release our precious British wildlife.

Every pound you have raised will go directly towards caring for these amazing animals.

Here are a few ways in which you can deposit your fantastic fundraising efforts.

Cheque

Made payable to the Wildlife Aid Foundation.

Online donation

wildlifeaid.org.uk/donate

BACS

Sort code: 40-18-41

Account: 22704137

HSBC Bank, Croydon

Please use 'fundraising' as the reference

For any additional questions, please email:
fundraising@wildlifeaid.org.uk