

Thank you for being

a

CHAMPION

and

Fundraising

for

EDGE of Existence



# What are EDGE species?

**EDGE** stands for **Evolutionarily Distinct and Globally Endangered.**

EDGE species are selected as priorities for conservation attention on the basis of their unique evolutionary history (their place in the tree of life) and their conservation urgency (how endangered they are). These irreplaceable extraordinary species, often small in size, represent a disproportionate amount of evolution.



With so many species on the EDGE we need your energy and ideas to help save them. Be a champion for the extraordinary and help us secure a future for EDGE species.

**Our goal** is to secure the future of priority EDGE species. We advocate for the conservation of all EDGE species and we work to implement conservation action for those forgotten by others, the species receiving little or no conservation attention, which are often species many people are not familiar with. We endeavour to achieve this through three initiatives.

- 1. Targeted conservation projects:** building long term conservation projects to secure the future of key species such as our projects on the Red Slender loris, and the Sagalla Caecilian.
- 2. Training future conservation leaders:** through our fellowship programme we train and fund local, early career conservationists to work on a priority EDGE species.
- 3. Supporting governments, peoples and NGOs to conserve their local EDGE species:** by raising awareness of EDGE species and their importance to biodiversity.



## How your money could be spent

**£10** Could pay for information sheets to raise awareness of an EDGE species in a local community.

**£55** Could pay for a field vehicle and fuel for a day.

**£100** Could buy 100 seedlings for our reforestation project in Sri Lanka.

**£400** Could buy a digital camera trap to capture images of poorly known EDGE species.

**£1900** Could pay for a early career conservationist to attend the EDGE conservation tools training course.

### Help us out...

Although it is helpful to give people an idea of what their money may pay for, please don't suggest that the funds you raise will be used for specific purpose unless it has been agreed with us first. Whilst we love it when our species or initiatives inspire champions, it is better to donate to our general programme which enables us to direct the funds to where they are most needed.

## Organising your event: can be challenging but also great fun!

Before you even start planning, consider the scale of the event you want to organise.

Will you have lots of people paying small amounts, or fewer people who will be asked to spend more? Would you rather put on several small events, or put all your energies into one large event that will raise the bulk of your money in one go?

*Don't know what you would like to do yet? See 'fundraising ideas' (p.5) for some great ideas! More interested in joining an active challenge event than organising your own? Then read the next couple of pages to get you started.*



### Top Tip:

When choosing how to fundraise put your own unique ideas into your event to make it more interesting and appealing!



# Challenges:

If you are interested in challenging your fitness for **EDGE** then this section is for you.

There are thousands of challenge events you can join to fundraise for **EDGE**; from your local fun run to an overseas trek in a remote jungle. You can use a challenge event provider or even design and carry out your own. To get you started choosing your challenge, here is a list of some providers you can use to pick your challenge.

## UK Challenge events

- Marathons  
[www.marathonrunnersdiary.com](http://www.marathonrunnersdiary.com)
- Abseiling, Hiking etc.  
[www.eightpointtwo.co.uk](http://www.eightpointtwo.co.uk)
- Three Peak Challenges  
[www.thethreepeakschallenges.com](http://www.thethreepeakschallenges.com)
- Long Distance Walking Association  
[www.ldwa.org.uk](http://www.ldwa.org.uk)
- Triathlons and other multisport events  
[www.onestepbeyond.org.uk](http://www.onestepbeyond.org.uk)



## Overseas Challenge events

- Cycle, trek, car rally, climb...  
[www.classictours.co.uk](http://www.classictours.co.uk)
- Trek, cycle, sail, horse trek...  
[www.discoveradventure.com](http://www.discoveradventure.com)
- Marathons  
[northamerica.marathonrunnersdiary.com](http://northamerica.marathonrunnersdiary.com)
- Trek, dog sledding, climb...  
[www.charitychallenge.com](http://www.charitychallenge.com)

*\*if you are signing up for a challenge pick the 'open events' and 'select your own charity' options.*

### Some great UK challenge ideas

Walking the West Highland Way  
Cycling the Coast to Coast Challenge  
Running the Regent's Park 10K  
Swimming the Great North Swim



### Overseas challenges to inspire you

Walking the Great Wall of China  
Climbing Kilimanjaro  
Trekking the Inca Trail  
Horse trekking in Mongolia

# Getting ready for your challenge event

## Training

There is a chance that you are a fitness expert, but if like most of us you are not an experienced trekker, cyclist, runner etc. then training before your challenge event should be high up on your priority list. Being physically prepared means you will get the maximum benefit and enjoyment from the challenge.

The amount of training required will depend on your current level of fitness. If you haven't exercised for some time you should seek your doctor's advice before beginning training. When exercising always make sure you warm up and cool down, stretching major muscle groups to avoid injury. Challenges tend to be aptly named; so if it appears daunting at first remember you are doing it for a good cause. Please do not forget however that your health and safety are a top priority.

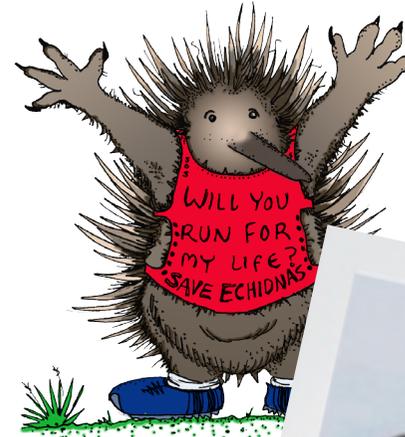
## Equipment

Many event organisers have deals with specialist retailers to give participants discounts so make sure you ask!

**Top Tip:**  
Don't forget to get insurance!

## Sponsorship

Whether you are joining an organised challenge or doing your own thing, you will need to raise sponsorship. So if you are set on doing a challenge event jump to page 7 to find out more about sponsorship.



# Fundraising ideas

- A** Art auction or exhibition
- B** Bake sale or bike ride
- C** Car boot sale or a concert
- D** Drawing competition or dog walking
- E** Easter egg hunt or Ebay sale
- F** Fancy dress party or fashion show
- G** Garage sale or gig night
- H** Halloween party or hula-hoop contest
- I** Ice-cream sale or ice-skating competition
- J** Juggling competition or jumble sale
- K** Karaoke or kick-boxing class
- L** Line dancing or loose change box
- M** Magic show or mystery dinner
- N** Nature trail walk or non-uniform day
- O** Open charity challenges or online giving
- P** Pancake party
- Q** Quiz night
- R** Raffle or rugby match
- S** Shave your head for EDGE (people will pay to see this!)
- T** Talent show or treasure hunt
- U** University rag week or unwanted gift sale
- V** Valentine's (or anti-Valentine's) party
- W** Walking or Wedding gift donations
- X** Xmas gift fair or Xmas party
- Y** Yogathon
- Z** Zaglossus (echidna) themed party



# Once you pick an idea

*Here are a few more things to consider if you are designing your own event...*

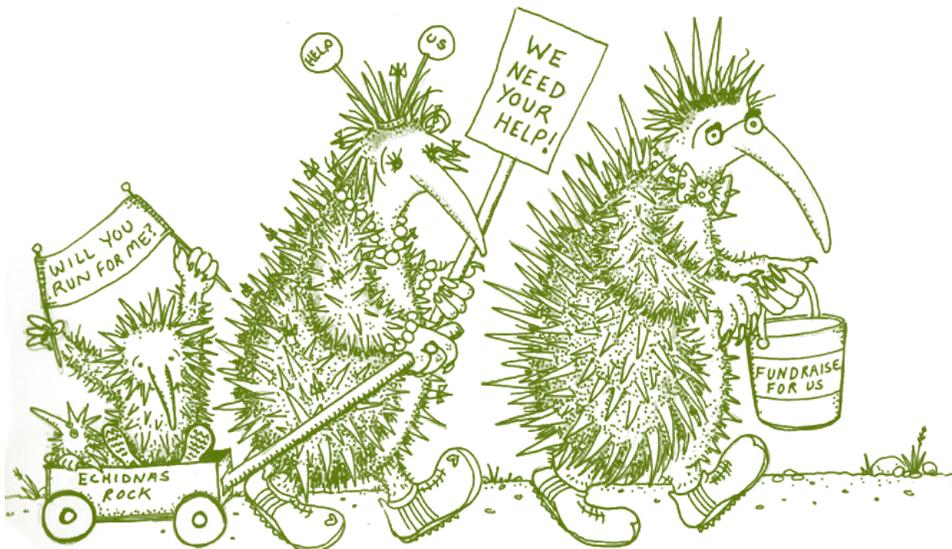
## Who

### Who is doing it?

You can fundraise on your own or in a group with friends, family or colleagues. If you are choosing a group effort make sure everyone knows what they need to do and that all the tasks are being taken care of.

### Who is coming?

Decide who you want to attend or take part in your event and make sure you give them plenty of notice so they can make it.



## When

### Pick a date!

Consider avoiding public holidays and major sporting events. If you want a specific group of people to attend make sure they don't have any other events on those dates.



## Where

### Choose a venue!

Make sure it fits the number of people you are inviting. Also consider licences, insurance, and health and safety when picking a location. See the *Keep it safe and legal* section for further guidelines.

*Once you settle on these questions, comes the time to raise sponsorship and get buy-in for your event.*

### Top Tip:

We love to hear about our Champions so if you are fundraising for us please let us know! The easiest way is to make an EDGE Champions page.



# Raising Sponsorship

*“While your target may seem daunting the sooner you start, the easier it will be to raise sponsorship!”*

## Start on a high ...

Ask friends and family to sponsor you first as they will tend to be the most generous and set the standard for everyone else. If the first donation on your sponsorship form or page is high, others will follow!

## ... but ask **EVERYONE** you know

The only way to get sponsorship is to ask for it! So ask your friends, teachers, co-workers, neighbours, etc. Don't be shy!

## At work or school?

Ask your boss or teacher if you can organise a department challenge or a fundraising event for your colleagues after hours.



## Be creative

Organise an event around the theme of your fundraising activity. For example, if you are cycling from London to Paris, you could organise a French-themed dinner party for your friends.

## Gift Aid

Gift Aid means, if you are a UK tax payer, EDGE can get additional money on top of every pound you raise. When collecting sponsorship money make sure your sponsors tick the Gift Aid box on your sponsorship forms or your JustGiving page (make sure sponsors provide their name and home address when doing so).

# Online Fundraising

## JustGiving



Click [here](#) or on the Champions JustGiving link to create your own online sponsorship page. Remember to include EDGE in your snappy title - this is important to make sure the money reaches our project! If you don't follow our link make sure you pick the Zoological Society of London from the list of available charities.

### Personalise your page

Make your page as compelling as possible by adding your own pictures and saying why you are supporting EDGE. Let your sponsors know that their donation counts.

### Personalise your thank-you email

JustGiving lets you personalise the thank-you message each donor automatically receives. Besides the personal thanks, use this opportunity to ask your supporters to pass on your web address to anyone else who might be interested in sponsoring you.

### Get the ball rolling

An empty page can be a little intimidating, so before you send the link to everyone get a few donations by contacting close family and friends. After the first few donations tell everyone you know: old school and college friends, teachers, people you've worked or volunteered with, fellow members of any clubs, societies, people abroad - You may be surprised how many would like to sponsor you.

### Email

Email your JustGiving link to everyone from your personal email address, people will be much more likely to open it this way.

### Share your JustGiving page on Facebook

This means everyone who looks at your Facebook page will find out about what you are doing. To do this use the Facebook application.

### Keep everyone posted

People may not get round to sponsoring you the first time you ask them so keep sending the occasional reminder. For those who have sponsored you, keep them updated as to how your planning or training for the event is going.

### TextGiving

Vodafone has teamed up with JustGiving so you can get your own code to receive text donations. Thanks to Just Text Giving, every pence from a text donation makes it to EDGE.

## Make your Champions Page

Click [here](#) or follow the link on our site to register and make your personalised page. You will receive an email with your password, and then you can sign in. Remember to upload a 4x3 landscape picture of yourself! This is the best way to let us know what you are planning and keep us updated. Don't forget to add a link to your JustGiving page!

## Social Media

Facebook and Twitter are also a great way of advertising an event and reminding people to come. Flickr can be great for uploading photos.

Top Tip: Add links and a banner to your email signature!



# Spread the word

## Once you know what you are doing, promote it!

**Invites:** Send out invites and remind people that you have invited them a few days before the event. If it fits your event you can ask people to RSVP so that you can plan for the number of people you expect.

## Let the local media know.

This can be anything from the local paper or your university radio station. Let them know what it is about your event that will be of most interest to them (the activity, the fundraising target, the people involved or the cause). Make sure you contact them at least 2 weeks in advance if you want them to come and cover your event. You can find help online on how to write a simple press release.

## Post it up!

You can use our [template poster](#) to advertise your event in your school, community, or work and get better attendance! Every bulletin board you know could have your event on it.

### Top Tip:

Use all the tools available!

- Download our sponsorship form.
- Make your JustGiving page
- Make your EDGE Champions page
- Download a free poster to advertise your event.



## An image is worth a thousand words...

Get someone to take photos during your fundraising event. Great pictures are a really good way to get after event press coverage which will improve awareness as well as donations.



# After all your hard work

## Get in touch

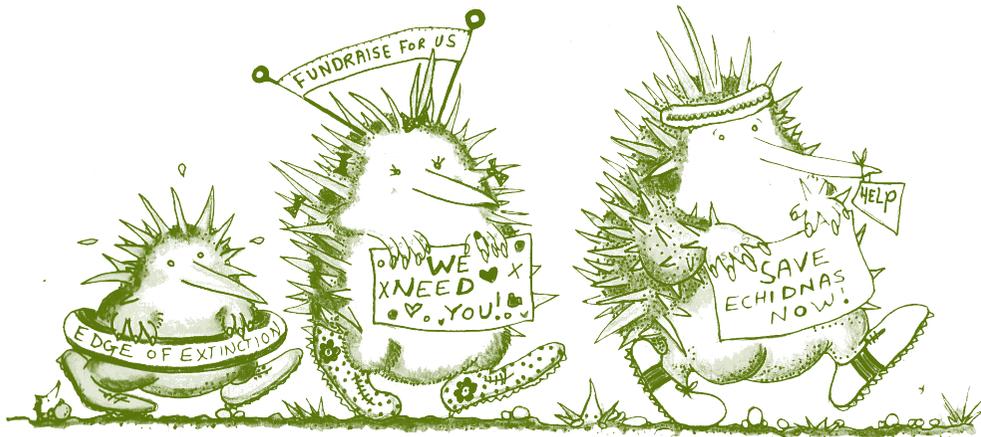
Your fundraising efforts are hugely inspiring to other people, so after the event please don't be shy! Tell us about your event and send us your best shots of the action. We would love to post your story on our site or Facebook page

## Keep fundraising

Around 20 percent of all online donations are given after the event has taken place. Make sure everyone knows that you completed the event and how you did and a little extra should come rolling in.

## Thank your supporters

A thank you email to all your supporters after your event is really important. Let them know how you got on, how much you've raised so far and what their support meant to you and to EDGE.



## Important:

### Making sure your funds reach EDGE

The EDGE of Existence programme is part of the Zoological Society of London. To ensure that ZSL's finance team is able to identify donations to EDGE, there are a couple of things you need to do...

**Online:** If you are donating money for which no individuals have claimed giftaid you can donate it directly through our website! Just follow the link on the Champions page.

**JustGiving:** Your page should have ZSL as the selected Charity, so to make sure your funds get to EDGE make sure you mention you are fundraising for EDGE on your title or page content.

**Cheques:** these should be made payable to 'Zoological Society of London' and be accompanied by a statement saying you have fundraised specifically for EDGE. Please send cheques to:

EDGE of Existence  
ZSL London Zoo  
Regent's Park  
London NW1 4RY



# Keep it safe and legal

We are thrilled you have chosen to fundraise for us. However, we cannot be held liable for your activities. When holding an event it is your responsibility to ensure it is safe and legal. Here are some basic guidelines to help you.



## Top Tips:

Risk assessments can help you to reduce any risks, and keep yourself and those attending your event safe.

## Health and Safety:

To ensure your event is run safely, contact your local council or, if you're holding your event at work, the Health and Safety Executive ([www.hse.gov.uk](http://www.hse.gov.uk)). For advice on First Aid, contact your local branch of St. John's Ambulance.

## Raffles & Lotteries

Check what raffle and lottery laws apply to your event at the Institute of Fundraising website:

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk).

## Collections

To carry out public collections such as street collections or house-to-house collections you must obtain a licence from your local authority. For collections on private property you must have permission from the owner.

## Insurance

If you are planning an event that involves the general public you will need to budget for, and obtain public liability insurance. If you are holding your event in a place which already has liability insurance, such as a school or workplace, you should check with them what insurance cover is available.

## Alcohol

You must have a licence to serve alcohol. To apply, contact the Licensing Justice at your local Magistrates Court at least one month prior to the event. Alternatively, hold your event at a licensed premises, such as a pub and ask the venue to organise the bar so you don't have to get your own licence.

*Thank you ...  
and Good Luck!*

If you need any more information email  
[info@edgeofexistence.org](mailto:info@edgeofexistence.org)

EDGE of Existence Programme  
Zoological society of London  
EDGE of Existence  
ZSL London Zoo  
Regent's Park  
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The Zoological Society of London is incorporated by Royal Charter  
Registered charity in England and Wales no. 208728

The ZSL mission is to promote and achieve the worldwide  
conservation of animals and their habitats

