

# Education & Fundraising Pack



**How you can help us save endangered wildlife**



**Every penny raised will help protect iconic species from extinction**



The David Shepherd Wildlife  
Foundation is a registered charity  
no: 1106893  
[www.davidshepherd.org](http://www.davidshepherd.org)

# Education & Fundraising

## Pack Contents

In the DSWF Education & Fundraising pack you will find everything you need to start raising money to protect endangered wildlife including:

- 100 fundraising ideas
- Sponsored spelling kit
- Sponsored colouring competition
- Cake sale ideas
- Create your own Painted Dog puppets
- Sponsorship form
- Fundraising Materials
- Paying in your fundraising
- Fundraising guidelines



# We Need Your Help!

The David Shepherd Wildlife Foundation (DSWF) is a small, effective charity funding key wildlife conservation projects in Africa and Asia. We work in partnership with local communities to find long-term, sustainable solutions to help protect endangered wildlife.

Our aim is to **FIGHT** wildlife crime, **PROTECT** endangered animals and their wild spaces and **ENGAGE** communities both in the UK and overseas to help them understand the value of wildlife and the greater biodiversity that it supports. We also campaign for stronger laws to protect wildlife and support investigations into wildlife crime.

## We Protect

### Elephants

c. 30,000 elephants are killed for their ivory every year. Working in Zambia, Uganda and India we support anti-poaching operations, illegal trade investigations and a rescue, rehabilitation and release programme for orphaned elephants in Zambia.

### Rhino

Rhinos are one of the oldest living mammals. They are a critically endangered species, due mainly to poaching, illegal trafficking and habitat loss. We support anti-poaching, monitoring and research operations, working to protect black rhino in Namibia and the rare one-horned Indian rhino in Assam.

### Painted Dog

One of Africa's rarest carnivores, the painted dog is facing extinction. We support anti-poaching operations, education activities and work with local communities to save the painted dog and other wildlife in Zimbabwe.

### Pangolins

The world's most trafficked mammal, these vulnerable creatures need our protection. Working in Zambia we support rescue and rehabilitation, education and awareness and law enforcement to reduce the threat to pangolins.

### Snow Leopard

This elusive cat is under threat from poachers, mining and from conflict with herders. We support monitoring, research, community programmes and park protection to help ensure the survival of the snow leopard in Mongolia and Kyrgyzstan.

### Tigers

There are estimated to be as few as 3,500 tigers left in the wild. Illegally killed for their skins and body parts, DSWF help raise awareness of the issues facing this iconic cat and to fund tiger protection projects in India, Russia and Thailand, as well as wildlife crime and illegal trade investigations and to lobby MPs to help save the tiger in the wild.

### Education

We work with schools and communities in the UK and overseas to change hearts and minds and firmly believe that the future health of our planet and of all living things rests with today's children.

### Wildlife Crime Investigation

We work with partner NGOs and experts to support undercover investigation work exposing the illegal trade in wildlife parts and ensure that DSWF is represented at CITES - the Convention on International Trade in Endangered Species of Wild Flora and Fauna.

# 100 Fundraising Ideas

100 ways to improve the world. £1 per entry.  
Prize for the best idea

Animal face painting-ask artistic parents/teachers to help paint your face!

Around the world in 100 days - sell food or artefacts from around the world.



Auction - organise your own auction evening with donated items from people you know

Animal sculpture - bring coins of any denomination to school and use them to make an endangered animal sculpture/picture

Baby photos - ask teachers, friends or work colleagues to bring in their baby photos. Pay £1 to enter competition to guess the identity

Book and CD sale - ask friends and family to donate items

Book - make a book to sell, ask friends to write animal stories, facts, drawings and puzzles

Bring and buy sale-after school sale of unwanted toys/books

Bake sale-have a stall after school selling animal- themed cupcakes, make a large cake and charge people to guess the weight, the winner wins it



Calendar - make, using pictures of wildlife and sell

Car boot sale - get rid of stuff you don't use any more and hold a stall at your local car boot sale or organise your own garage sale

Car wash after school. Charge parents £5 to wash their car

Cupcake challenge – How many cupcakes can you eat in 1 minute?

Christmas Cracker Creation – make your own crackers and sell them.

Colouring competition - charge £1 to enter (more info in pack)

Craft stall -use recycled materials to create animal-themed craft items to sell

Create a cookbook to sell - ask friends for recipes

Dance-a-thon

Design endangered animal drinks coasters to sell at Christmas

Dinner party - hold a posh dinner and charge friends as if you were a restaurant

Dog walking - offer to walk family/friends' dogs for a charge

Donate the proceeds of your school fair to DSWF

Dressing up or down day - come to work or school dressed as an animal or in stripes/spots etc.

Egg painting competition

Expert talk - ask an expert in an interesting subject to donate their time and charge people to listen to them, serve refreshments

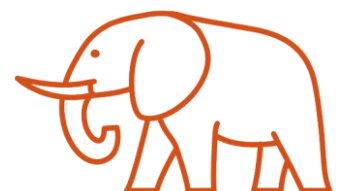
Egg and Spoon Race – Donation to enter or watch. Prize for winner.

Fascinating animal facts -put together a sheet of 100animal facts. Pay a pound to enter-prize for most interesting one

Finger puppets - make from felt etc. and sell, make animal puppets and put on a puppet show

Film Night - charge your friends £1 for a movie night in your home or at school. Why not serve popcorn or sweets for £1 per bag?

Football competition- score/save the most goals in a minute.



Gift wrapping service- offer to gift wrap parcels at christmas and charge for service.

Gigs - organise a gig at your school, local club or sports hall, with local bands, or how about a comedy evening or talent competition?



Good as new sale – for a donation

Guess the name of the animal soft toy (ask someone to donate an elephant/ tiger /rhino toy)

Hair bands and clips - make to sell

Donate your services – i.e feed / walk pets

Hoopla - who can be the first to score 100? Maybe make the poles in the shape of an elephant's trunk?

Household chores- charge your parents to do the cleaning

Invention competition- prize for the most exciting invention.

Ice and spoon race- Ice cube on a spoon, cross the finish before it melts or falls off!

Jar: fill with small items and guess the number, 50p a go

Jewellery sale - ask for donations

Joke book - make and sale a book of animal jokes

Jumble sale - organise a jumble sale where everything costs £1

Kayaking or rowing event. Ask for sponsors to kayak or row down your local river

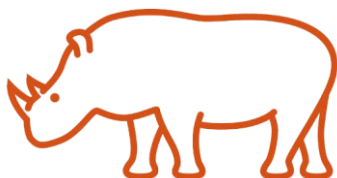
Kim's game - 100 objects on a tray-who can remember the most items?

Lucky dip - £1 per go

Mad hair day - pay £1 to come to school or work with a crazy hairdo

Make a mask - charge £1 for each one sold

Make marzipan animals and sell



Litter Pick – ask your neighbours for donations for picking up litter on your street -£1 per carrier bag full

Obstacle race

Odd jobs - offer your services for odd jobs like cleaning cars or gardening with proceeds going to the DSWF

Odd shoe day-pay £1 to wear odd shoes

Party - hold a party where everyone brings an item of clothing they want to swap and pays £1 donation to participate

Pet show - charge entry to bring a pet to school or have an after school pet show and have best of show prize

Pets gallery - draw a picture of your pet and win a prize

Photography competition - nature and wildlife, prize for the winner



Pin trunk on the elephant

Paper plate – make a wild life scene, using paint or craft materials. Prize for the winner

Playground art-draw an endangered animal outline in chalk in the playground. Fill the outline with coins

Pancake sale

Pumpkin carving competition

Portrait of the family - best wins prize

Poster making - saving wildlife

Potato - carve an animal shape

Produce sale - grow your own vegetables at home or school and sell the produce

Put on a play - charge £1 entry. Ashurst Wood School put on an adaptation of The Lion King. Put on your own animal-based play or musical

Quiz – Host a quiz night at school or with friends.

Raffle – Host a raffle at school or at a local club.

Recycle - collect items for recycling

Riddle competition- pay a pound to enter. Best animal riddle wins a prize, make them into a book and sell.

Run – Get sponsors for a 1k, 5k or 10k run!

Safari - hide animal toys in the garden and send friends off to search for them.

Shoe shining service

Silent auction

Skipping competition

Skittles – Like bowling!

Sponsor me - whether it's a run, walk, silence or bungee jump, think of a personal challenge and ask everyone you know to sponsor you. Set up your own fundraising page on Enthuse to maximise your efforts.

Sponsored games of skill e.g. chess

Spray your teacher - pay £1 to squirt your teacher with a water pistol-probably best for summer's day.

Sweets in a jar – Donate to guess how many sweets? Winner gets the jar.

Teddy bear picnic.

Tombola stall- ask your teachers, parents, friends to donate prizes.

Treasure hunt - organise an event around your school or your home with cunning clues for friends to decipher.

Treasure island – X marks the spot.

Unusual outfit- prize for the most unusual.

Unwanted Gift Sale - sell your unwanted gifts on ebay, or get your friends to donate theirs with all proceeds going to DSWF.

Vegetable animals - use odd shaped veg to make an animal, prize for the winner.

Wellies for Ele's - hold a welly wanging competition. £1 per go.



Wishing Tree - for wildlife £1 per ribbon

Writing competition - what will the world be like when I am 100?

Wrapping paper - print your own animal print wrapping paper for £1 per sheet.

Wildlife Day – Celebrate wildlife, dress as your favourite animal.

X Factor - charge entry fee host your own competition.

Xmas - get all your friends to give animal adoptions, prints, books or DVD's for Christmas presents – ask your parents to buy them from our website.

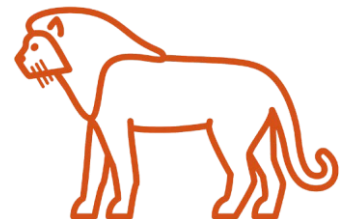
Xmas - follow The Croft School's example and design an animal Christmas card for next Christmas. DSWF prize for top three entries which will feature on DSWF website.

Zumba-thon! Dance off.

Don't forget to let us know what you've got planned - well ahead of the event - so that we can help you tell everyone about your amazing activity!

Send an email to tell us what you are planning: [dswf@davidshepherd.org](mailto:dswf@davidshepherd.org)

**Thank You!**





# Fundraising Materials

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- Collection tins/buckets
- Wildlife Matters magazines
- Event poster design - we can help you design a specific DSWF fundraising event poster
- Competition prizes

If you require any of the extra materials listed or copies of materials provided in the pack please get in touch.

## Get In Touch

Education Manager: Mark Ellis

[Mark.Ellis@davidshepherd.org](mailto:Mark.Ellis@davidshepherd.org)

[01483 272323](tel:01483272323)

# Paying in your fundraising

Fundraisers must bank cash/cheque donations resulting from their activities as soon as is practicable.

## 1. **By Cheque:**

Make your cheque payable to DSWF and send it to our office address:

7 Kings Road  
Shalford  
Guildford  
Surrey  
GU4 8JU

## 2. **Online:**

Pay-in your fundraising online at [davidshepherd.org/pay-in](https://davidshepherd.org/pay-in)

## 3. **By Bank Transfer\*:**

DSWF  
Account No: 11999399  
Sort Code: 160011

\*Please notify the DSWF at [dswf@davidshepherd.org](mailto:dswf@davidshepherd.org) or call us on the total sum banked and the date this was done together with details of the event this sum relates to, to enable DSWF to reconcile to the Bank.

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# Fundraising Guidelines

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- Your fundraising materials should not suggest that you represent or are employed by the charity, only that you are fundraising in support of us.
- Please contact DSWF to discuss an event before committing to it. Some activities such as street collections and raffles need a licence.
- We don't advise you to collect money in a public place. If you choose to you will need your own licence from your local authority (you should find details about this on your local authority's website). We do not advise that you collect money door to door.
- If children (under 16) are involved in fundraising in any way, please make sure that they have permission from their parent or guardian, and are properly supervised by a responsible adult. Children should never approach strangers about fundraising.
- If you are planning any type of lottery (such as a raffle, tombola or sweepstake), please be aware that there are strict rules about what you can do. For England, Wales and Scotland, the gambling Commission publishes useful guidance on lotteries at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).
- You should always consider whether the fundraising activity requires insurance and how this can be provided.
- DSWF complies with the Bribery Act 2010, does not tolerate bribery or corruption, and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships wherever we operate and implementing and enforcing effective systems to counter bribery. It is illegal to take or give bribes and please make sure you comply with the Bribery Act 2010.
- David Shepherd Wildlife Foundation complies with the terms of the Health and Safety at Work Act 1974 and subsequent legislation. Please see <http://www.hse.gov.uk/> for more information
- In most cases the onus will be on the event organiser to ensure current Health and Safety legislation is met and would therefore be their responsibility to carry out a risk assessment and keep those involved safe. Please make sure you comply with instructions provided and follow advice carefully in this case, and be sure to report any dangers or omissions. If you are organising your own event please carry out a risk assessment and make sure participants are fully briefed about the activity.

- The David Shepherd Wildlife Foundation complies with the Data Protection Act and subsequent legislation & guidance from The Information Commissioner. Make sure any record about those involved in your fundraising event, whether an electronic or a paper record, complies with the Data Protection Act. Don't share information or data about someone without their permission. More information can be found at [www.ico.gov.uk](http://www.ico.gov.uk)
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- We are proud of our reputation. Please ensure all published materials are approved by DSWF before use, so that we can check the latest information is included.
- David Shepherd Wildlife Foundation is an equal opportunities organisation. DSWF is unreservedly opposed to any form of discrimination on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation (defined as Protected Characteristics). Please also ensure that you adhere to these principals.
- Please do ask us if you need any help or more information on fundraising, or see the Institute of Fundraising website, [institute-of-fundraising.org.uk/guidance/about-fundraising](http://institute-of-fundraising.org.uk/guidance/about-fundraising)

# DSWF Sponsored Spelling Kit

Host your own sponsored spelling competition with our tailor-made, key stage appropriate wildlife conservation themed spell kit:

## Keystage 1

tiger	tusk	help
prey	horn	ant
lion	cub	deer
rhino	art	tree
dog	park	meat
roar	tail	save
paw	fur	milk
nature	calf	pride
animal	snow	mane
wild	rare	stripes

## Lower Keystage 2

leopard	poacher	earth
elephant	Africa	scales
ranger	Asia	ivory
snare	climate	India
habitat	survival	reserve
forest	artist	nature
mountain	crime	animal
rare	rescue	grass
extinct	China	rhino
protect	track	milk

## Upper Keystage 2

conservation	adaptation	elephant
endangered	camouflage	poacher
predator	vulnerable	climate
carnivore	education	ranger
herbivore	fundraising	habitats
omnivore	orphanage	forest
pangolin	nature	mountain
savannah	wildlife	monitoring
ecosystem	animal	illegal
rhinoceros	leopard	species



# Sponsored Spelling Kit Answer Sheet



Name.....

Age.....

1). .....

16). .....

2). .....

17). .....

3). .....

18). .....

4). .....

19). .....

5). .....

20). .....

6). .....

21). .....

7). .....

22). .....

8). .....

23). .....

9). .....

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11). .....

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12). .....

27). .....

13). .....

28). .....

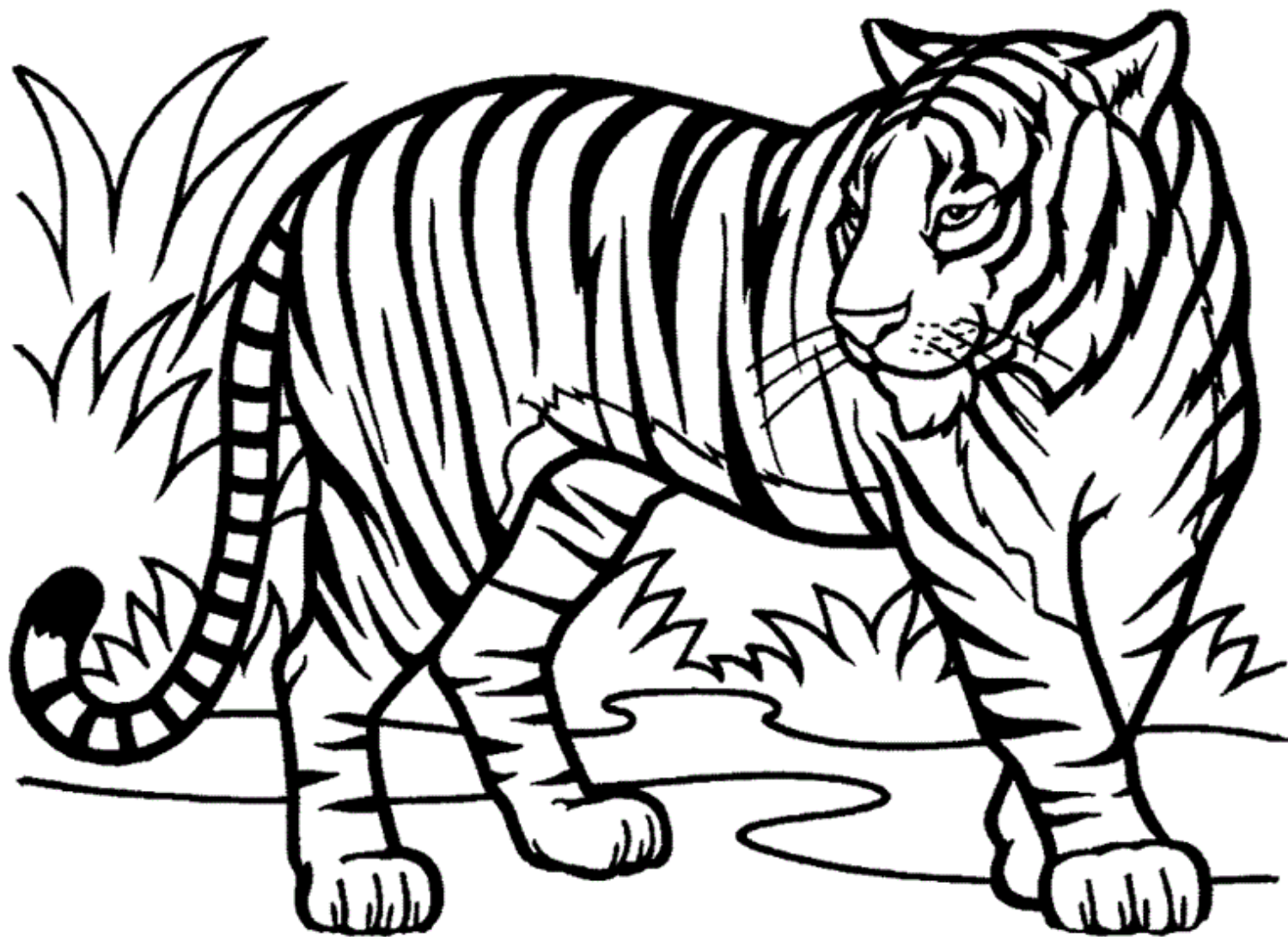
14). .....

29). .....

15). .....

30). .....





[www.coloringpages101.com](http://www.coloringpages101.com)

Name .....

Age .....





# DSWF Sponsored Colouring Competition



© Michael O'Mara Books

Name .....

Age .....





Name .....

Age .....

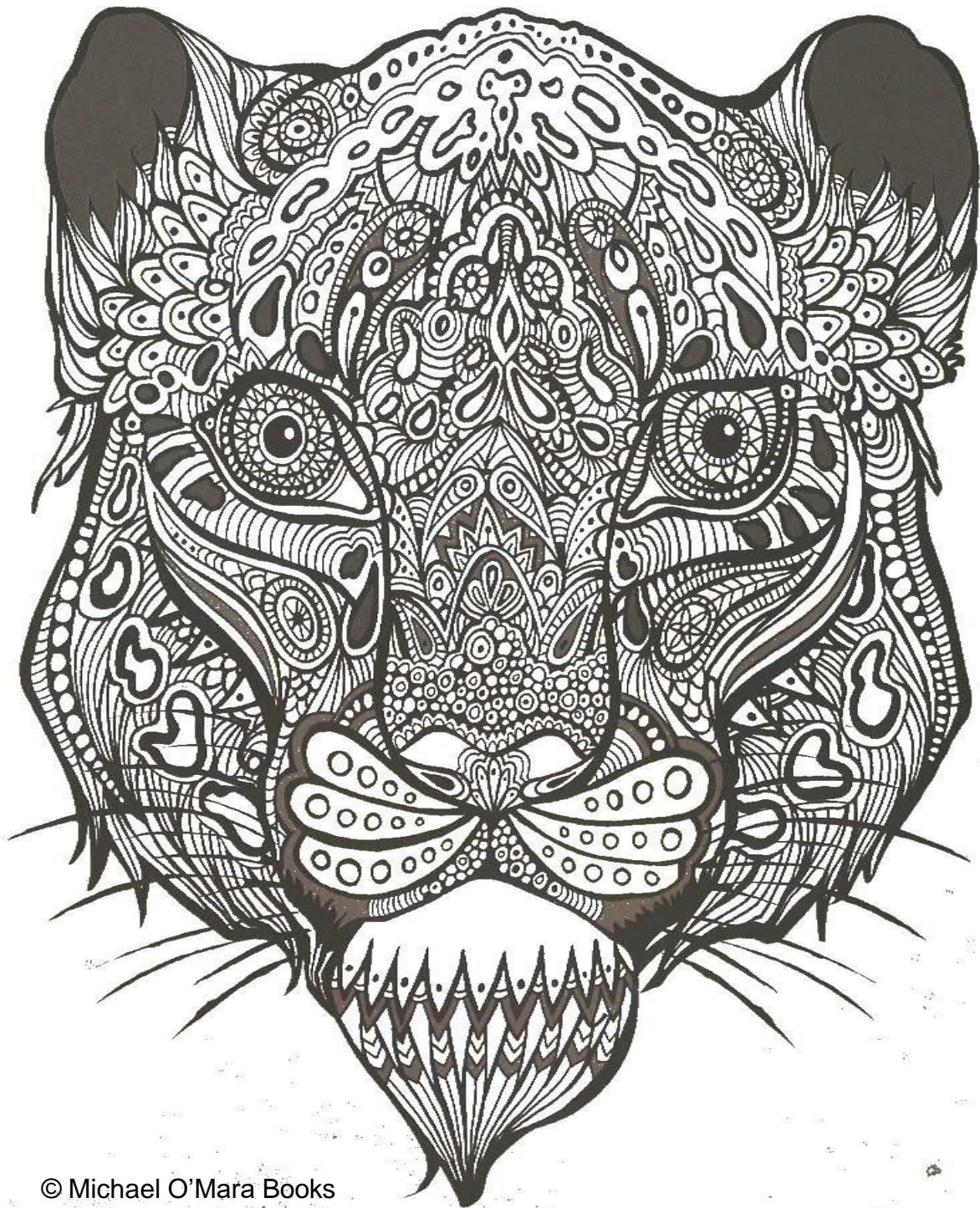




Name .....

Age .....





© Michael O'Mara Books

Name .....

Age .....





# Cake Sale Ideas

## Animal Cupcakes Decorating

Find your favourite cupcake recipe then add these awesome animal decorations on top!

For the frosting you will need:

- Black gel frosting pen (available at any baking supply store)
- Red sprinkles
- Yellow food colouring
- Orange food colouring (or use a combination of yellow and red) Orange, brown and yellow sweets
- Oreo cookies
- Cocoa powder



### Lion Cupcakes:

Spread yellow frosting on top of each cupcake. Roll the edges in red sprinkles and add two yellow sweets for the ears. Draw eyes, whiskers and nose on with a black gel frosting pen.

### Tiger Cupcakes:

Spread orange frosting on top of each cupcake. Draw on the stripes, eyes and nose with a black gel frosting pen and place on 2 orange sweets for the ears.

### Bear Cupcakes:

Spread dark chocolate frosting on each cupcake. Spread a small amount of light brown frosting for the snout and place two brown sweets for the ears. Draw on the eyes and nose with a black gel frosting pen.

### Monkey Cupcakes:

Spread the dark chocolate frosting over each cupcake. Spread a small bit of light brown frosting for the snout and a little bit for the hair. Pipe on a small amount of the white frosting for the eyes and add chocolate sweets for the pupils and the ears. Draw on the nose and a smile with a black gel frosting pen.

### Owl Cupcakes:

Spread each cupcake with the dark chocolate frosting. Pipe 2 small dollops of white frosting where the eyes should be and add two Oreo cookie halves on top. Pipe two small dots of white frosting on top of the Oreo cookies and add two small chocolate sweets for the pupils. Add an orange sweet for the nose.





# Create Your Own Painted Dog Puppets

## What you will need:

Brown paper bag  
 Coloured paper - white, yellow, pink, black, brown, dark orange  
 Coloured card - black, brown  
 Sticky tape  
 Glue  
 Scissors



## Method

- Carefully cut out coloured spots for the body using the white, yellow, black, brown and dark orange paper.
- Cut out eyes and a nose with black paper
- Flatten brown paper bag so that the bottom is folded over. This part will be used as the face!
- Stick the spots on the bag using glue and then stick the eyes and nose onto the face.
- Using black card carefully cut out legs and arm shapes, then cut out tail and ear shapes with brown card.
- Stick the shapes onto the backside of the bag using sticky tape.
- Cut out a tongue shape using the pink paper and stick to the underside of the face with sticky tape.
- Your painted dog puppet is now ready. Don't forget to name him/her!







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