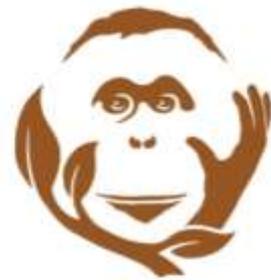


# Orangutan Foundation Fundraising Pack



**ORANGUTAN  
FOUNDATION**  
A FUTURE FOR ORANGUTANS, FORESTS & PEOPLE

7 Kent Terrace  
London  
NW1 4RP  
020 7724 2912  
info@orangutan.org.uk

[www.orangutan.org.uk](http://www.orangutan.org.uk)

Registered Charity No. 1095660

# Introduction

Thank you for interest in fundraising for the Orangutan Foundation.

By supporting our conservation work you are making a vital contribution to saving the critically endangered orangutan and its globally important tropical forest habitat.

If you have any questions or need any help please don't hesitate to get in touch.



Thank you, Orangutan Foundation.

# Sponsorship

Organising or participating in a sponsored event is an effective and normally energetic way to raise money! Involve your friends, family and colleagues in your challenge. There are virtually no boundaries for sponsored events; running, reading, skipping, sky-dives, cycling, tree planting...

## The Simple Approach



Ask family, friends and colleagues to sponsor you using the official sponsorship form (which can be downloaded online) or ask your family and friends to help out by carrying a sponsorship form to raise funds for you.

## Persuasion

A good technique is to explain how effective it can be for someone to sponsor you...

- £5 will buy seedlings to be grown in our tree nurseries.
- £10 will help provide medical care for rescued orangutans
- £15 will contribute towards a day's salary for one of our guard post staff

## **Be Assertive**

Most people genuinely would like to help but very few will give without being asked. No matter how big or small a donation, every penny counts.

## **Be an Exhibitionist!**

How about setting up a display (e.g. supermarkets, libraries or garden centres). This is an extremely effective way of catching people's attention. Always check with the store manager beforehand and use our official sponsorship forms.



## **Fundraising Websites**

Think about using Just Giving or Virgin Money Giving. You can set up your own page and explain why you are raising money, and you can even include a link to the Orangutan Foundation website.

These sites will then handle peoples' donations for you and collect any gift aid.

Just Giving: <https://www.justgiving.com/orangutanfound>

Virgin Money Giving: <http://uk.virginmoneygiving.com/charities/orangutan>

## **Gift Aid**

If the people who sponsor you are UK taxpayers, we are entitled to reclaim the tax paid on that money from the government! We will receive an additional 25p for every £1 donated. Ensure tax payers tick the gift aid box on our sponsorship form.

## **Documentation You May Need**

You need a letter of authorisation when collecting money in a public place. Please contact us to obtain this as well as collection tins and posters.

# Fundraising Events

*Organising an event can be a superb way of raising money - it is effective and also great fun!*

## **Plan Ahead**

Consider the date and time carefully, making sure it does not clash with an important event! Think about the type of people who will be attending: for example, if children are involved, make sure it is during the school holidays or at the weekend.

## **Ask Permission**

If your event will be held in a public place, please inform your local police or council. Show any identification that they may require, such as a letter of authorisation, which can be obtained from the Orangutan Foundation.

## **Accounting**

If your event is of some size, you will need to manage your finances carefully. Keep a record of the income you hope to generate. For example, in one event you may have ticket or entry fees, donations on the day, raffles, and food and drink sales. You will also have your own outgoings.

## **Freebies**

Emphasise the fact that you are raising money for charity and ask companies to donate items for free – you'd be surprised how generous people can be!

## **Some Important Information**

Here are some issues to consider depending on the type of event you are holding.

- Look after your money! – Keep it in a safe place.
- Publicise your event on social media, and with posters and press releases.
- Consider parking for your guests, as well as disabled access.
- Are there toilets? A kitchen? A cloakroom?
- Provide good directions to your event, with signs and maps.
- Look after those attending. You should have public liability insurance and first aid equipment on site.

# Orangutan Caring Week

Orangutan Caring Week (OCW) is an event created as an opportunity to “spread the word” about the plight facing orangutans and their rainforest home. It’s a great opportunity for groups or individuals to hold fundraising events such as bake sales, orangutan-themed parties etc. OCW is normally held in the second week of November but please check on our website or send an email.



As part of OCW we have created “Orange for Orangutan Day ©”. We believe that everyone should be able to play a part and make a difference, and at no huge cost to the individual. On “Orange for Orangutan Day” we ask everyone to “Go Orange”: wear orange clothing, an orange wig, or even dye their hair orange! We welcome those taking part to share their efforts on social media using the hashtag **#OrangeForOrangutans** - this is for everyone - schools, work offices and social clubs can get involved.



# Support from Companies

*Companies can be extremely helpful in their support for charitable causes. From making donations to offering prizes for raffles, companies will often help in exchange for some mention in your publicity.*



## **Your Day Job**

If you are in employment, try gaining support from here. Publicise on noticeboards, in company newsletters, or via email. Perhaps you can organise a sponsored event one day at your work – or fancy dress. Your company may even be able to make an additional donation with the matched giving scheme ([www.cafonline.org](http://www.cafonline.org)).

## **Approaching Other Companies**

Choose companies where you have connections. The contact can be through friends, or companies that have an existing interest in orangutans or Indonesia or Borneo.

## **How to Contact a Company**

Instead of writing impersonal letters, try calling the company first to find out the most appropriate person to approach. You may find that some companies have a policy of only supporting charities involving children or famine relief, so try to find companies that have animal interest at heart.

## **What to Ask For**

You can ask for a donation or prizes at an event you are organising. Inform the company that their help will be acknowledged. This can be in the form of advertising on your posters, or thank you at your event.

## **Following Up**

Once you have sent the letter, phone in a few days to see if they have received it and if they require any further information.

# Publicity

***Good publicity is a great way to gain support for your fundraising, and these guidelines should help you on your way.***

## **Word of Mouth**

This is often one of the best methods to inform people of a future event or to tell people about the Orangutan Foundation. Tell people all about your challenge and why you are raising money – and why not try to get them involved.

## **Internet**

The internet is great way of telling people about your event and is also a great way to raise money. You can use sites such as Facebook, Twitter, Instagram to reach an even wider group of people – don't forget to use #hashtags and tag us in your efforts!



## **Posters and Flyers**

Posters are excellent – they are concise, they catch people's attention and they are cheap. If you don't want to make your own, we will email you one for you to download and print.



## **Make Headlines**

Try asking a local paper to support your fundraising by placing an advertisement! Ask for the editorial section and suggest sending them a news release describing your event. Perhaps a photographer from the local newspaper would be interested in attending. Remember, the more people who hear about what you are doing, the more potential sponsors you will gain!

# Legalities

***When people fundraise for a charity, they are governed by a number of regulations. To help you to avoid encountering any problems, please note the following tips.***

## **Registered Charity**

On all the printed documents that you use, such as letters and posters, you must state that the Orangutan Foundation has a **registered charity number 1095660**. This is a legal requirement.

## **Collections in Public Places**

If you plan to raise money by collecting with an Orangutan Foundation collection tin, be aware that you need permission to collect in public places. A Street Collection Licence is issued by your local authority. Please note that a limited number of these are issued and you should apply well in advance.

## **Collections on Private Property**

The definition of a public place is any location where the public has unrestricted access at all times. To collect donations on private property (e.g. supermarket), you only need the permission of the owner or store manager.

## **House Collections**

Collecting house to house, pubs and businesses, requires a House to House Collection Licence, which can be obtained from your local authority. You must be over 16 and have an official Orangutan Foundation authorisation letter. You must also use official Orangutan Foundation collection tins, which can be obtained from our office.

## **Lotteries and Raffles**

To hold a lottery or raffle you will need a Lotteries Licence from your local council. However, if your raffle or lottery is to be held at a single event, such as a one-off dinner or talk, no licence is needed. Please note that you must draw the raffle at the event and not spend more than £250 on prizes unless the prizes are donated.

## **Alcohol**

If you will be selling alcoholic drinks at a venue that does not have a licence, or you have alcoholic prizes for your raffle, you will need to gain an Occasional Permission from the local police. You do not need a licence to sell tickets that are to be exchanged for alcohol.

**If you are unsure about any of the above points in this section, please get in touch.**

# Background Information

Facts and figures to aid you in your fundraising efforts and to help you to understand the work of the Orangutan Foundation can be found on our website: [www.orangutan.org.uk](http://www.orangutan.org.uk)

Alternatively check out our blog for live updates: [www.orangutan.org.uk/blog](http://www.orangutan.org.uk/blog)

You can download a factsheets about orangutans, the threats they face and : [www.orangutan.org.uk/orangutans](http://www.orangutan.org.uk/orangutans)

A sponsorship form can be downloaded from our website:

[www.orangutan.org.uk/fundraising](http://www.orangutan.org.uk/fundraising)

Badges, T-shirts and other merchandise can be purchased through our online store:

[www.orangutan.org.uk/shop](http://www.orangutan.org.uk/shop)

**Thank you for choosing to fundraise for the Orangutan Foundation!**

**We are extremely grateful for your support.**

