



Ymddiriedolaeth Natur
De a Gorllewin Cymru
Wildlife Trust of
South & West Wales

FUNDRAISING FOR A WILDER FUTURE

Advice and tips to help you become a #WILDFundraiser



The Wildlife Trust
South and West Wales
De a Gorllewin Cymru

EMPOWER RUNNERS
WELL BEING

FOR THE WILDLIFE TRUST OF SOUTH AND WEST WALES Date 12/06/21

TWO THOUSAND POUNDS £200000

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MIKE ALEXANDER

WELCOME #WILDFundraiser

Thank you for choosing the Wildlife Trust of South and West Wales (WTSWW) as your fundraising charity.

We are at a pivotal moment in time; 17% of all species in Wales are at risk of extinction and the climate crisis is having a disastrous impact on wildlife. Nature needs you!

At WTSWW, we are fighting for a #WilderFuture filled with thriving landscapes and living seas.

We're extremely grateful to our supporters, who are incredibly important to the Trust. Our supporters play a vital role in the success of our conservation work.

From our practical volunteers that help with reserve management, those who help spread the word and raise awareness, to those who undertake WILD fundraising activities for the Trust, we are incredibly grateful to all our supporters who help champion change for nature with us.



We couldn't do it without you. THANK YOU for deciding to join us!

FUNDRAISING FOR THE FUTURE




We hope this fundraising guide will help you get started with your WILD fundraising adventures and inspire others to join you.

Whether you're planning to fundraise alone or in a group, at home, at work, or at school, whether its big or small, your WILD fundraising contributes to a Wilder Future in Wales.

Once you've read this guide and you're ready to start WILD fundraising, make sure to tag us in your activities on social media, using the hashtag #WILDFundraiser.



DAVID PARKYN

 /WildlifeTrustSouthandWestWales
 @WTSWW
 @wildlifetrustsww

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Wildlife Trust of South and West Wales

Your #WILDfundraiser

Email wildfundraiser@welshwildlife.org

Address The Nature Centre, Found Rd, Tondy, Bridgend, CF32 0EH

Registered Charity Number 1091562

Website www.welshwildlife.org

facebook.com/WildlifeTrustSouthandWestWales

twitter.com/@WTSWW

instagram.com/wildlifetrustsw

Wherever you are in the UK, your Wildlife Trust is standing up for wildlife and wild places in your area and bringing people closer to nature.

Copy Editor Madison Bowden-Parry

Designer weCREATE

BEN HALL/2020VISION

TOGETHER, FOR THE FUTURE



FACTS:

Since the 1970's, 30% of wildlife is found in fewer places in Wales

17% of species in Wales are threatened with extinction

**based upon 3,902 species assessed using the IUCN Regional Red List Criteria. State of Nature Report (2019)*

In the last 10 years, species showing strong changes in distribution rose from 24% to 46%. Wales' wildlife is undergoing rapid changes in distribution

The Wildlife Trust is working to tip the balance in nature from loss to recovery, across south and west Wales.

We manage some of the region's most precious wild places, including approx. 110 nature reserves and the islands of Skomer and Skokholm. Our sites cover a wide range of habitats, some are large, some are small, but each one is special. Our nature reserves need ongoing

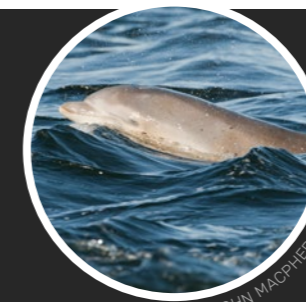
care, but wildlife elsewhere is very vulnerable.

The signs of the biodiversity and climate crisis are everywhere, and wildlife is suffering because of human influence; from plastics and pollution to a loss of habitat and rising global temperatures.

Our wildlife is under threat like we've never seen it before.

There is opportunity to change, but we must act now!

Understanding our marine ecosystems and wildlife



JOHN MACPHERSON

Our marine teams work in partnership with universities and other scientific organisations to undertake research from Cardigan Bay Marine Wildlife Centre (CBMWC), Skomer and Skokholm Island, gathering valuable information on the health of marine and coastal wildlife in Wales.

Working in partnership to bring wildlife back

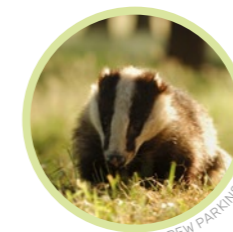


MARK HANBLIN

Our conservation teams protect unique populations of vulnerable native wildlife. This includes expanding the Red Squirrel populations in Mid Wales, reintroducing Water Voles back into areas where they have been lost due to human actions, and stopping the loss of Marsh Fritillary butterflies and Dormice. We hope one day to help reintroduce Beavers to Wales.

Influencing wildlife conservation policy

We work in partnership to advocate for better protection of marine wildlife, future farm support that encourages the recovery of nature, and strategic development plans that put wildlife first. We worked with Welsh Government to implement the first badger vaccinations in Wales, and work alongside the Wales Rural and Wildlife Crime officer to tackle wildlife crime in Wales.



ANDREW PARKINSON

Securing a home for wildlife in Wales

Some of our Nature Reserves include rare habitat, including Wales's second largest ancient woodland, fen, lakes, hay meadows, coast, and islands.

Our ownership and management of these reserves ensures that their wildlife is protected.



LYNDEY MAIDEN

Protecting **Wildlife** for the Future

#WILDFundraiser

Fundraising for a #WilderFuture



ALEXANDER MUSTARD/2020VISION

Thriving landscapes and seas, putting a halt to species decline, protecting wild spaces for the future. This is what the Trust is fighting for, and this is what our WILD fundraisers are fighting for too.

Our #WILDFundraiser campaign aims to provide an inclusive and accessible space for anyone to contribute to meaningful change for nature's recovery.

Together, we can show that nature's recovery is at the heart of our own decisions and that our individual actions can really make a difference. There are a variety of ways we can raise funds to help secure a Wilder Future. From taking part in a sponsored activity, holding a coffee morning, exploring our local patch, to holding a charity concert.

Every fundraising activity, challenge and penny raised helps the Trust champion change for nature.



Your fundraising actions make a difference.



WILD IDEAS THAT MAKE A DIFFERENCE

How to do your own WILD fundraising challenge

Setting up a WILD fundraising page online is easy and our fundraising officer can guide you through this process.

Using an online fundraising page can help you keep track of your activity and make it easy for others to donate to your fundraiser – it's also a great way to share your challenge digitally with friends and family!

Remember to tag us on social media using the hashtag #WILDFundraiser and don't forget to share any updates on your fundraising page too!

Just-Giving or Go-Fund-Me are great places to start. If you need assistance setting up your fundraising page, get in touch with us at wildfundraiser@welshwildlife.org.

STEP BY STEP WILD FUNDRAISING

Decide on your challenge

Do you have an activity that you love? Perhaps, you're looking to challenge yourself to a new skill or event? Go WILD and do something different for wildlife.

Set the date

Whatever the challenge or activity, plan it early! Pop it in the calendar and get prepping for your WILD challenge!

Shout loud about it!

Once you've decided on your WILD challenge and it's in the diary, create your own fundraising page and spread the word!

Meet our #WILDFundraisers

#WILDFundraiser businesses

Caws Teifi Cheese are business WILD fundraisers, and for every block of their organic halloumi sold, 10% is donated to the Trust!



#WILDFundraiser groups

Fancy undertaking a fundraising challenge with your friends? No problem! Our WILD Fundraisers so far have held group challenges, including a Half Marathon running club event!



Individual #WILDFundraiser challenges

If you'd prefer to fundraise alone, go WILD! We've had skydiving challenges to raise money for our Mid Wales Red Squirrel work, WILD walks across Pembrokeshire, 1000 pogo jumps a day for ten days and 30 Days Wild challenges!

The opportunities to fundraise are endless and are entirely up to your imagination.

WALK FOR WILDLIFE

Why not explore wildlife on your doorstep as part of your #WILDFundraiser challenge – 5k, 10k, or even a Half Marathon, the choice is yours!

Or, join us for our annual Autumn Big Wild Walk and unite with others to #WalkForWildlife.

See more at www.welshwildlife.org/big-wild-walk

BAKE FOR WILDLIFE

Why not host a WILD coffee morning? Or, organise a WILD tea party and ask your guests to decorate their own WILD cakes.

Go WILD and auction off your favourite recipes, host a WILD baking quiz, or for each cupcake eaten, pop a donation into the fundraising tin!



GO WILD, WHATEVER WORKS FOR YOU

You don't have to undertake a traditional challenge or fundraising activity – the wilder the better!

We can all have a positive impact and champion change for wildlife, whilst having fun and doing something we enjoy. So, go on, go WILD!

Are you a business and would like to fundraise with us? Get in touch today at wildfundraiser@welshwildlife.org



ONE GOAL, ONE WILDER FUTURE

Meet the youngsters that are ensuring a thriving future for Wales's wildlife

LYNNE NEWTON



..... Imogen

Imogen is passionate about the wildlife on her doorstep. She's adventurous, loves to play instruments and cares about the future of the wildlife she so desperately loves to see.

By combining her love for music and wildlife, Imogen held a #WILDFundraiser concert for her family. Playing the piano and clarinet, Imogen raised £365 for Skomer Island Nature Reserve.

"I enjoyed being a WILD Fundraiser because I love playing my instruments and it can benefit wildlife on Skomer at the same time." - Imogen

Mattie & Elliot

Mattie and Elliot love to explore the Welsh coastline and shallow seas and are passionate about conserving our oceans. They recently joined our Living Seas Youth Forum and undertook a 60 mile walk across the Ceredigion Coast Path to raise money for the trust.

Not only did they walk 60 miles across the coastal path, Mattie and Elliot litter picked the whole way and raised £1007 for the Wildlife Trust of South and West Wales.

"My favourite thing about the walk was wildlife that we spotted along the way - clouds of Gatekeeper butterflies, dolphins and a calf, seals, juvenile adders, the Peregrine Falcon that swooped over our heads, the Barrel Jellyfish and so much more! I will remember it forever." - Mattie



"Lots of people have been throwing litter and it makes me sad but happy that we found it before it hurt any wildlife." - Elliot

YOUR FUNDRAISING STORIES

Meet the people who are going the extra mile to protect wildlife and wild spaces in Wales

We are blown away by the epic fundraising challenges we see each year, and your hard work helps us secure wildlife for the future.

Since the 1970's, global wildlife has declined by over half and in Wales, wildlife is disappearing from places it was once thriving. But, we can change this narrative and act together to put a halt to the loss of biodiversity. Taking action now is crucial and with every penny raised, WILD fundraisers (that's you!) helps ensure that Wales's wildlife has a future.



ALEXANDER MUSTARD/2020VISION

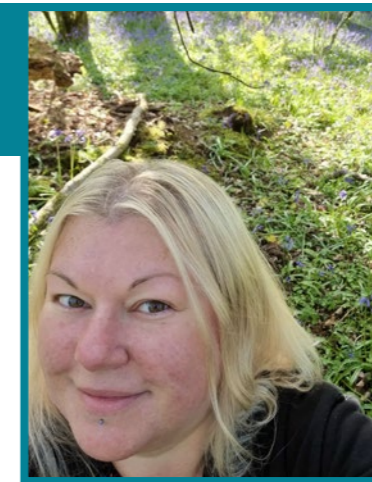


1000 pogo jumps for wildlife

Eleven-year-old Jacob has always been passionate about wildlife. To show that we can make a difference, he decided to do 1000 pogo jumps a

day, for ten days. Jacob raised nearly £300 to help wildlife in Wales.

"We all live on earth and it's our responsibility to keep our wildlife safe and healthy. Wales is a very beautiful place and we're really lucky to have such wonderful wildlife here, and I want to help keep it like that"



1 million steps for Welsh wildlife

Rebecca Dix loves to walk and adventure along the Welsh coast, and during the pandemic lockdown, Rebecca made the most of our nature reserves.

Rebecca raised nearly £400 to ensure our reserves are here for years to come.

"Getting out for walks in the national parks, coastal paths and Wales' spectacular outdoor spaces has been my saving grace this last year so it makes perfect sense to try and give back to the very thing that has boosted me over the last year or so."

TRing for 30 x 30

Madison is a behavioural ecologist and naturalist who has dedicated her life to understanding and communicating the weird and wonderful ways of the natural world, as well as conserving it.

To show that there are many ways we can help nature recover, Madison undertook a sprint triathlon. Madison raised over £700 to help protect and connect 30% of land and seas in Wales.

"These next years are crucial in nature's recovery and we must support as many efforts as possible to not only highlight the urgent need for action, but to put it at the forefront of decision making."



There are many ways we can help as individuals, groups and businesses, to raise awareness of the biodiversity and climate crisis whilst at the same time putting it at the heart of our own decisions." - Madison

A WALK ON THE WILD SIDE

Your fundraising challenges support our vital conservation work

At the Wildlife Trust of South and West Wales, we have several long-standing research, conservation and reintroduction projects that require consistent donations to ensure their future.

We rely on support through those who are passionate about wildlife as much as we are. Your donations help us secure Nature Reserves, undertake valuable research and influence wildlife conservation policy.

Fundraising ensures continuity for our vital, long-term conservation projects, helps us increase public support for wildlife conservation in Wales and allows us to train volunteers with valuable conservation skills to ensure a future of conservationists.

WHAT YOUR FUNDRAISING SUPPORTS

Bringing wildlife back

Your fundraising support allows us to work to reintroduce and conserve vulnerable native wildlife, including Eurasian Beavers, Red Squirrels, Water Voles and Marsh Fritillary butterflies.

Acquiring more Nature Reserves

The acquisition of new nature reserves depends on fundraising income. We own and manage a variety of diverse Nature Reserves, all of which support rare flora and fauna. Your support helps us save more wild places.

On the ground conservation

Donations allow us to continue working with landowners to advise on managing their land for wildlife, undertake management at our reserves and campaign and take action for better wildlife policies.

Ensuring wild islands

Your generous acts for wildlife ensure that our wild islands stay wild, and that we can continue to work with partners to undertake valuable research. Skomer and Skokholm are internationally important islands for breeding seabirds, both of which need your continued support.

Inspiring the next generation

As well as practical conservation and research, your support allows us to continue educating and inspiring people to care for Welsh wildlife.

Donations ensure that we can run training courses, hold wildlife events and work in both rural and urban areas of South and West Wales to help make a future for wildlife.



MADISON BOWDEN-PARRY



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Wildlife Trust of
South & West Wales

Become a **#WILDFundraiser**
and be a part of our **#TeamWilder**

The science shows that if just one person in every four (25%) takes action for nature, this can be enough to change the minds and behaviour of the majority.

With your help, we can put nature into recovery, create more space for wildlife to thrive and reduce pressure on the environment.

Together, we are taking action to help wildlife and wild spaces in south and west Wales. Together, we are **#TeamWilder**.

Creating a WILDER south and west Wales

Acting for nature, no matter how small, will make an impact and invite more wildlife back into our lives.

Become a **#WILDFundraiser**. Join **#TeamWilder**.

A Message from our CEO Sarah Kessell



We are scaling up our ambitions for nature's recovery across south and west Wales in the face of the deepening climate and ecological crises.

Our work has never been more necessary or more urgent. As a local wildlife and environmental charity we depend on our members and supporters to help fund our work. Our #WILDFundraisers have funded so much amazing work for wildlife already and had a lot of fun in the process, so I hope you will join our WILD Fundraising family.



WALES'S WILDLIFE AND WILD SPACES NEED YOU

Thank you for joining us and championing change for nature



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