



| YOUR GUIDE TO FUNDRAISING SUCCESS

WHY FUNDRAISE FOR WILDCATS CONSERVATION ALLIANCE?

Working together to save tigers and Amur leopards in the wild for future generations.

Wild tigers and Amur leopards are under threat of extinction across their whole range, from habitat degradation and fragmentation, depletion of prey animals and poaching to supply a USD\$ 8-10 billion per year (GFI, 2011) global, illegal wildlife trade.

WildCats Conservation Alliance is a unique conservation initiative, supporting carefully chosen tiger and Amur leopard projects with money raised by zoos, the public and socially aware businesses.

100% of all donations received go directly to our conservation projects, as all administration costs are funded separately by Zoological Society of London and Dreamworld Wildlife Foundation.

Your donations are channelled into carefully reviewed and scientifically sound projects that focus on key conservation priorities:

- Anti-Poaching
- Conflict Mitigation
- Population Monitoring
- Wildlife Health Monitoring
- Education & Outreach

Your donations are crucial to the long-term health of wild Amur leopard and tiger populations. By working together we can keep these charismatic predators safe for future generations.



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THE WORK YOU WILL BE SUPPORTING

Anti-Poaching

The main goal of our anti-poaching activities is to reduce the poaching of tigers, leopards and their prey in protected areas & buffer zones. Anti-poaching teams combat all forms of poaching and other threats to biodiversity including illegal land clearance. We aim to address threat to wild tigers and leopards by supporting anti-poaching initiatives that make use of the most effective technology and use SMART* monitoring techniques.

Human-Wildlife Conflict

As the human population grows, and habitat continues to be decimated to unsustainable levels wildlife is left for space to live and food to eat. If the forest does not provide an abundance

of prey, carnivores are known to stray into human areas to 'steal' livestock. WildCats work with local communities and veterinary experts to identify causes and mitigate risks associated with conflict animals, providing emergency medical care and in some cases compensation to those affected by conflict.

- 1** Tiger Conservation and Protection Units (TPCUs) in Sumatra, work tirelessly to remove snares like this from the protected Kerinci Seblat National Park.
- 2** In 2018 investigations led by TPCUs led to the arrest and prosecution of no fewer than 12 tiger poachers and illegal wildlife traders.
- 3** WildCats Conservation Alliance supported PRNCO Tiger Centre, to purchase and convert this military grade KAMAZ truck into an emergency response 'Wildlife Ambulance'.
- 4** In 2018 the Ambulance undertook its first human-wildlife conflict rescue, picking up a young male Amur tiger that had been preying on domestic animals

1



© FFI

3



© Kamaz Truck - PRNCO

2



© FFI

4



© Kamaz Truck - PRNCO

INSPIRATION

*Key Dates:
Global Tiger Day
is the 29th July,
and Russian
Big Cat Day the
11th September.
Activities
planned around
these dates will
ensure plenty
of exposure for
your activities.*

Fundraising is a very personal way to support our vital conservation projects, whether you're taking part in your first marathon, hosting a bake sale or even something as straightforward as forgoing birthday presents in favour of donations – we are so grateful for your support to the cause. The WildCats team are keen to support you however we can, so please do get in touch to let us know how we can help you to promote your idea.

Here are just some of the brilliant people who have gone above and beyond for big cats to inspire you:

1. Cathedral School organised a fancy dress day
2. Lynne Gorrie shaved her hair for wild tigers on numerous occasions

3. Arno designed and produced medals for participants in his "Virtual 5k Run - for Amur Leopards", for £30 participants could order a medal after logging a 5k run or walk!

4. Keepers at Manor Wildlife Park participated in an organised challenge event for wild tigers.

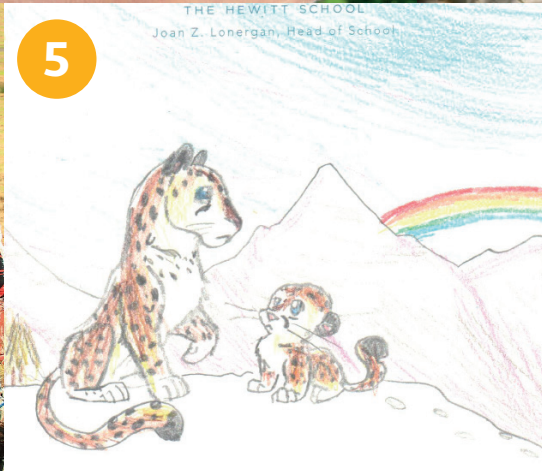
5. We love to see the creativity of our young supporters who have designed and sold greeting cards on our behalf.

6. Tim Butler juggles (jogging while juggling!) marathons, for wild cats!

7. As part of his "6 Tiger Challenge", supporter Danny scaled Mt Kilimanjaro

8. Cupcakes from an office bake sale

9. An intrepid team of zoo and veterinary professionals, including Olivia Walters from WVI trekked through Kerinci Seblat to raise vital funds



*100% of your
donation
supports
conservation
projects!*

ORGANISING YOUR EVENT

Choose your event

Now you have had a chance to look over all our ideas, its time to pick what best suits you and your fundraising goal. The simplest ideas are often the best. Think about your target audience. What will your friends, family and colleagues be excited to be a part of?

Decide on a venue or location

Remember if you don't ask, you don't get - venues will often give you a discount on rental costs or even waive them completely. Schools and workplaces may also let you host an event. Please note if you are fundraising via street collection you will need to apply for a street collection license.

Set a fundraising goal

Work out all costs, estimate how much money you are going to bring in and see if you can reach your set goal.

Look at how you can reduce costs wherever possible.

Shout about your event - publicity and marketing

Use posters, flyers, local radio. The internet, especially Facebook and Twitter can generate interest and sponsorship. Look at the cost of printing and remember to ask printers if they will waive or reduce the cost for you as a charitable donation.

Say thank you

Don't forget to thank all those who took part and any companies who donated services, send emails and letters, you can never say thank you to many times.

Don't forget - we are here to help you succeed however big or small your idea, get in touch via email or social media if you need advice!



HOW TO COLLECT AND SEND YOUR DONATIONS

100% of your donation supports conservation projects!

The “Donate” page on our website is the easiest and most secure way to transfer your funds. However, there are a number of other ways to make your donation if you prefer.

Please remember to ask (UK only) donors to complete a gift aid declaration form or tick the box on the sponsorship form following. This enables us to claim tax back from the Government and increases the overall benefit to WildCats Conservation Alliance.

Cash

Please **don't** send cash in the post, we recommend that you bank your collections and send your donation using one of the other methods.

Cheques

Please make out all cheques to ZSL/WildCats Conservation Alliance, and send them to:

WildCats Conservation Alliance,
c/o Zoological Society of London
Regents Park, London, NW1 4RY.

Online

If you are doing a sponsored event, it may be a good idea to set up your own sponsorship page through justgiving.com.

Bank Transfer

Contact us directly at wildcats@zsl.org for details.

WildCats Conservation Alliance, (formerly ALTA & 21st Century Tiger) is a wild tiger and Amur leopard conservation initiative between Dreamworld Wildlife Foundation and Zoological Society of London, (UK charity # 208728).

WILDCATS

CONSERVATION ALLIANCE

We are very grateful to our wonderful supporters for helping us in our mission to safeguard wild Amur leopards and tigers for future generations. Without your endless enthusiasm, ideas and drive the future for these beautiful animals wouldn't be so bright.

We hope this guide will give you the advice you need to maximise sponsorship and the inspiration to try out some great fundraising ideas.

As a special thank you, we send out certificates to our supporters. These certificates will be issued to all those donating over £300. These are a lovely keep sake and proud reminder of your achievement.

If you have a story to tell, why not write a post or blog and take some pictures of your event, so we can feature you on our official website, Facebook, Twitter and Instagram.

Any Questions?

We're here to help. Please contact our team at wildcats@zsl.org

THANK YOU

Special thanks to Ali, Wellington Zoo for her support in developing this guide.



SPONSORSHIP & GIFT AID DECLARATION FORM



PLEASE SPONSOR (name of participant):.....

TO (name of event / challenge):.....

IN AID OF (wild tigers or Amur leopards):.....

	Sponsors full name (First name & surname)	Sponsors home address including post code Only needed if are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.	Donation Amount	Date Paid	Gift Aid Tick if we can claim
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TOTAL					

If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. Remember: You must provide your full name, home address, postcode & tick Gift Aid for the charity to claim tax back on your donation.



RAISING FUNDS FOR AMUR LEOPARDS & TIGERS







conservewildcats.org

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RAISING FUNDS FOR WILD TIGERS



