

The logo for the Fundraising Pack is set against a dark green background with a pattern of lighter green leaves and vines. It features a white silhouette of a tiger on the left and a white silhouette of a bear on the right. The text "Fundraising Pack" is written in a large, white, serif font across the top. Below it, in a smaller white font, is "HOME OF WIGHT ZOO". At the bottom, it says "Home of The Wildheart Trust" and "Registered Charity 1171144".

**Fundraising Pack**  
HOME OF WIGHT ZOO  
Home of The Wildheart Trust  
Registered Charity 1171144

Dear Friend,

Thank you for fundraising for The Wildheart Trust.

All donations to the charity are used to fund our care, conservation and education work. More information on what we do and how to go about fundraising are included in this pack.

**Our current campaign is Hearts for Tigers.**

We are currently working hard to bring more rescued tigers to the Isle of Wight Zoo. To do so we need to build a new facility, at a cost of £50,000. Our staff, volunteers and supporters are stepping up to help us raise the funds needed. And we'd be grateful for your help!

In March of 2017 we lost one of our beloved tigers, Lola, an elderly ex-circus cat. Lola left behind her good friend Simi, also an ex-circus tiger. In many ways Lola's loss seems bittersweet, because as much as we miss her we now have the space to give to another tiger. However, in order to make this happen we must first re-develop the old outdoor enclosure complex to ensure it meets the highest standards for this next era of rescue work.

The Zoo and our animal residents hold a special place in many people's hearts. That's why we launched the 'Hearts for Tigers' appeal. The new rescue facility will be named 'Zena's Refuge' in loving memory of Zena our white tiger who we lost to age related illness in November 2017.

Yours,

Charlotte Corney  
Chief Executive

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The Wildheart Trust  
Registered in England & Wales no.10238727  
Reg Charity No:1171144

# About us

The Isle of Wight Zoo is a well-established, popular wildlife centre based on the east coast of the Island and family owned for over 40 years. Following many years under private ownership, it is the Island's original zoo and is well-loved by the local community and widely visited by residents as well as tourists.

The Zoo has recently become part of The Wildheart Trust, a charity which was founded to secure a long-term future for the zoo and enable it to fulfil its global ambitions to make a really meaningful impact on the health of the natural world while improving the well-being of animals in human care.

The zoo is dedicated to engaging, involving and empowering people from both the heart and the head – one of its most important tasks is to convert 'care' into 'action'. It is also committed to providing a life-long, loving home to rescued big cats and other animal residents and the team work holistically to ensure each individual has an enriched and meaningful life.

The zoo was built within the ruins of a Victorian Fort built to guard Sandown's coast, which means we face one of the Isle of Wight's nicest beaches. Once upon a time the zoo owners used to walk tiger cubs on the beach, and we're still famous locally for it. Nowadays we focus on looking after rescued tigers and giving them a happy retirement.

**Thank you for  
choosing to fundraise  
for The Wildheart  
Trust.**

# What will The Wildheart Trust do?

Our fundamental goals can be divided into **Care**, **Conservation** and **Education**.

- Providing top-quality day to day **Care** for the animals at the zoo is our ongoing mission. This isn't just about the animal carers and veterinary staff - it also involves people such as the maintenance and horticulture staff who look after their enclosures. Every single person who works or volunteers at the zoo makes a contribution to animal welfare.
- Our long-term goal is to keep contributing to **Conservation**. Many of our animals are threatened in the wild, largely through human activity. As well as promoting wider environmental sustainability initiatives at the Zoo, we fund conservation projects in India and Madagascar, and also participate in European Endangered Species breeding programmes for some of our Madagascan animals.
- Through **Education**, we want to inspire our visitors and friends with a passion for the natural world. We are always looking for ways to make it fun and easy to find out more about our animals. Our tour guides make the experience interactive, with friendly presentations in which they share some of the animals' secrets. We also work in formal education, hosting school groups and going out to visit classrooms.

# Did you know?

**Every year countless big cats end up in temporary rescue centres across Europe, all with a tragic story to tell.** Whether they have been abandoned by private owners (who no longer want them after they outgrow the cute and cuddly phase) or have been subjected to cruelty or bad welfare in circuses, they all need a permanent home and until they find one other desperate animals must wait their turn to be saved.

**We don't breed our tigers anymore.** This is for a few reasons:

- Their bloodlines are impure or unknown. This means that they can't be part of official breeding programmes for their subspecies and that breeding them would not be valuable for tiger conservation. Some also have genetic conditions which we don't want them to pass on.
- They are too old. We are more of a retirement home than a matchmaking service!
- Caring for cubs is a big commitment. If we do decide to breed any of our animals we need to be sure we know what will happen to the babies when they grow up.
- In particular, breeding white gened tigers is not ethical practice. There has been so much inbreeding in their history that they are now prone to serious health problems.

**Our tigers act as ambassadors for their species, and we hope that visiting them will inspire our visitors to care about efforts to protect them.**

# Fundraising ideas.

## **Car boot sales**

De-clutter your home and ask your friends for any unwanted items to sell too.

## **Wear Stripes for Tigers!**

Encourage your school or workplace to have a Stripes for Tigers day, where everyone dressing in stripes donates £1 instead of wearing their normal uniform or office clothes for the day.

## **Coffee morning**

Bake some cakes, bring out the coffee beans and they will come. Remember to charge them for the privilege.

## **Come Dine With Me**

Cook a meal for friends and family and ask them to make a donation for what they think the meal was worth.

## **Be a good neighbour**

Mow your next door neighbour's lawn and the one after that and so on for a £10 donation.

## **Dog walking**

Why not walk the neighbourhood dogs in exchange for donations? An easy-peasy way to raise some funds to help you reach your target.

## **Street collections**

A great way to collect donations, but make sure you obtain permission from the council/shop owners first. Don't forget to check out the fundraising guidelines below.

# Fundraising guidelines.

Charities are governed by lots of different rules and regulations and below you will find some basic guidelines that you need to bear in mind when organising your fundraising activity.

Further information can also be found at the following websites:  
[www.charity-commission.gov.uk](http://www.charity-commission.gov.uk) [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

## **In aid of The Wildheart Trust**

Thank you for raising funds for The Wildheart Trust. Recently published guidelines mean that we need to ensure that our supporters understand that they are raising funds in aid of The Wildheart Trust, but don't represent The Wildheart Trust. Please do not talk about The Wildheart Trust policies or stance on specific issues (for example in press releases, in publicity or other materials for your event). Any enquiries should be referred to The Wildheart Trusts Marketing Team of Chief Executive through [enquiries@isleofwightzoo.com](mailto:enquiries@isleofwightzoo.com)

## **The Wildheart Trust Logo**

Please contact the Marketing team if you wish to use the The Wildheart Trust logo. Our team can send you the correct logo. Please do not use the The Wildheart Trust logo on any materials you create yourself without approval from The Wildheart Trust.

## **Insurance**

Please remember that you are responsible for the activity and for making sure that it is run safely and legally.

The Wildheart Trust cannot accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity. If you are planning an event that involves the general public in any way you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a place which has liability insurance (such as a school or community centre etc), you should check with them what cover, if any, is available under their insurance and whether or not you need to arrange extra cover.

### **Collecting money**

If you want to collect donations at your event, please be aware that public collections do need specific permission and licences, depending on the venue. We don't advise that you ever collect money door-to-door or as part of a street collection, as it's illegal to do so without a licence. For your own protection, if at all possible, make sure that you count collected monies with another

person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to the 'The Wildheart Trust' rather than to you personally. Make sure any coins and notes donated are kept in a secure place and is banked as soon as possible, then write a cheque to the The Wildheart Trust for this amount to avoid sending cash in the post.

Any expenses to be received from your event should only be deducted with the prior agreement of The Wildheart Trust. Ensure all funds that you have raised are returned to The Wildheart Trust within 30 days of your event.

### **Take care**

The Wildheart Trust cannot accept responsibility for accidents, so please follow these simple principles to make sure that everyone's safe while they are raising money. Contact the British Red Cross or St John's Ambulance if you feel that first aiders are necessary. Always ensure that children are safe and that you do not allow

them to ask for or collect money without an adult. Nobody should carry out fundraising in an unsafe environment, so assess any risks involved and make sure that those risks are eliminated or minimised, both for yourself and your helpers and for participants. If you are going to carry money around, take care with your personal security. Always use a safe route, take someone else with you and carry a personal alarm. If you hire anybody to help organise your event, or use facilities provided by a third party, make sure that they have suitable experience and their own insurance. Finally, remember that your activity if carried out within the work-place must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since. See [www.hse.gov.uk](http://www.hse.gov.uk)

## **Food**

If you want to offer or sell food to the public, you should check with the environmental health department of your local council to see which food safety laws apply.

## **Lotteries and raffles**

Legally, lotteries and raffles are defined in the same way and the same rules apply to both. There are three types of lottery:

### *Private lotteries*

If you hold a raffle at your workplace or club, there's no need to obtain a licence. This is the type of lottery we recommend, since it is easy to run and isn't legally complex. Just make sure that the raffle is only offered on the premises. You must make it clear who is running the raffle.

### *Small lotteries*

If you hold a raffle as part of an event, but not the main focus of your event, you can also run it without a licence. With this type of lottery, there can't be any cash prizes and both the ticket sales and the announcement of the results must take place during the event. No more than £250 can be spent on buying prizes, but no limits apply to the value of donated goods.

### *Public lotteries*

If you hold a larger raffle that is open to members of the public, it must be registered with the local council. Due to the legal issues and extra complexity, we suggest that you avoid organising this type of raffle. Please note that The Wildheart Trust cannot supply prizes for lotteries and raffles

# Sponsorship form.



**Your full address** (including postcode, email address and phone number)

Paid	Full Name	Full Address	Postcode	Amount	Gift Aid

<b>E</b>					
<b>v</b>					
<b>e</b>					

**r**

**£1 means £1.25 to us if you tick the box for Gift Aid. The Wildheart Trust can claim tax on every sponsorship donation and get 25% more funds without costing you a penny extra. Please tick the box so we can claim your Gift Aid and fill in your full name, home address and postcode.**

Please note that you have to have paid an amount of income tax or capital gains tax equal to the tax that we claim on your sponsorship.



# Go further with Gift Aid!

**Giving under Gift Aid means that we can claim back some of the income tax you have paid on your donation. This means so much more money can be raised at no extra cost to our donors. All we need you to do on your sponsorship form is:**

1. Write your full name.
2. Complete your home address.
3. Write down how much you are giving to the campaign so we know how much Gift Aid to claim.
4. Complete the date of your donation so that we can validate your Gift Aid.
5. Only donate individually. For example we wouldn't be able to Gift Aid a donation from Mr and Mrs Smith as we need to know who the tax payer is.
6. Once you have read the Gift Aid declaration, tick the box to say you are happy for us to claim back the tax on your donation.

# Thank you

You can send us the funds you raise in a number of ways:

## By Post

Complete our sponsorship form and return to:

The Wildheart Trust Isle of Wight Zoo Yaverland, Sandown, Isle of Wight, PO36 8QB

## Cheques

Please make cheques payable to the 'The Wildheart Trust' and send to the address above, along with your sponsorship form.

## Donate online

As well as using a paper sponsorship form, you can set up an online fundraising page at [justgiving.com/wildheart-foundation](https://www.justgiving.com/wildheart-foundation). This is a great way to get your friends to sponsor you straight away online so you don't need to collect any money after your event.

## Humans of the Zoo

We love to see people fundraising for us, so if you are able to send us a photo that we can use on our website please email to [enquiries@isleofwightzoo.com](mailto:enquiries@isleofwightzoo.com)

## Acknowledgments and incentives

As a thank you to everyone fundraising for The Wildheart Trust, we will send you a thank you letter and an update on the progress of our campaigns.

If you're fundraising as a group or workplace, let us know and we can send you a team certificate which you can proudly display together.