

A black bear cub is climbing a tree branch in a forest. The cub is black with a light-colored patch on its chest. It is looking to the right. The background is a dense forest of green trees.

ACTION FOR THE WILD

**FUNDRAISING PACK
SUPPORTING A WORLD
WITH WILDLIFE**

ACTION FOR THE WILD NEEDS YOU...

Colchester Zoo has always cared passionately about the world's threatened species, and created its charity, Action for the Wild to assist projects worldwide.

It provides both financial and technical assistance, and aims to raise awareness among local people in community conservation programmes, as well as supporting conservation research.

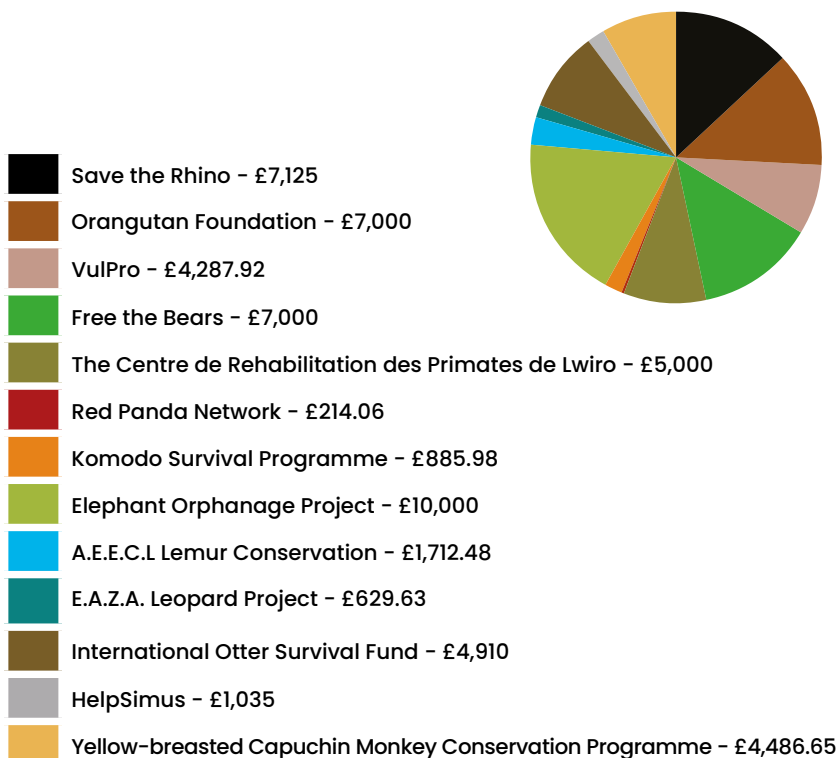
Since 2004, when Action for the Wild achieved charitable status, over £4.2 million has been donated to a broad spectrum of conservation projects worldwide, and encompasses a wide range of species from Lemurs to Red Pandas, Otters to Sun Bears and Elephants to Moths.

AT LEAST ONE RHINO IS KILLED FOR ITS HORN EVERY DAY DUE TO POACHING...

WHERE WILL THE MONEY I RAISE GO?

Fundraising is a fantastic way of bringing people together to raise money. The money raised will go directly towards Action for the Wild projects, and will allow us to continue our important work.

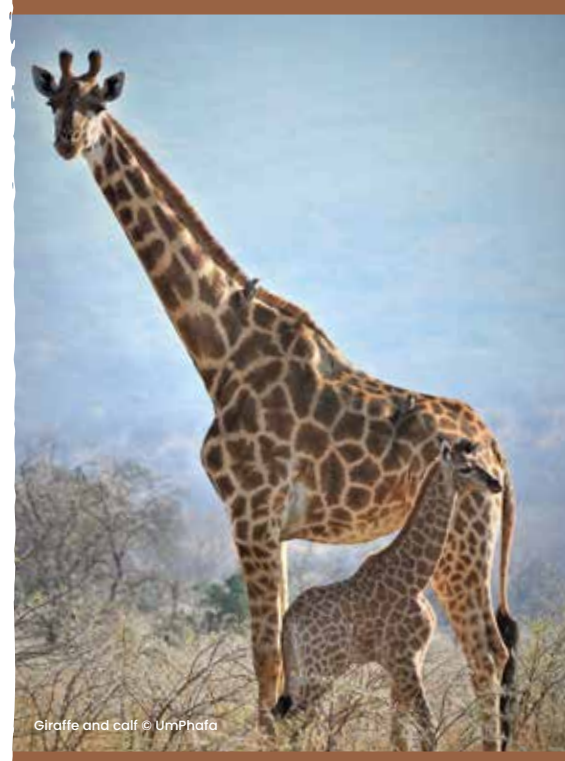
In 2022, **£322,070.53** was given to the UmPhafa Private Nature Reserve and the remaining funds were distributed as follows:



For more information, read our 2022 Annual Report at www.actionforthewild.org



Fisher's Estuarine Moth © Micky Andrews



Giraffe and calf © UmPhafa



White Rhinoceros gone through dehorning process

2023 PLEDGED PROJECTS



With your support, Action for the Wild can significantly contribute to the protection of species and habitats around the globe.



A.E.E.C.I Lemur Conservation Madagascar

Support started in 2004
£14,4155.60 donated to date



EAZA Elephant TAG EEHV Fund Europe

Support started in 2015
£3,381.44 donated to date



Elephant Orphanage Project (EOP) Zambia

Support started in 2010
£78,678 donated to date.



Fisher's Estuarine Moth United Kingdom

Support started in 2008
Breeding and release of moths



Free the Bears Laos

Support started in 2011
£63,250 donated to date



Galapagos Conservation Trust South America

Support started in 2023
£373.62 donated to date



GhostFishing UK United Kingdom

Support started in 2023
£613.62 donated to date



Komodo Survival Programme Indonesia

Support started in 2005
£16,050.30 donated to date



LWIRO Primate Rehabilitation Centre Democratic Republic of Congo

Support started in 2013
£44,461.06 donated to date



Orangutan Foundation Borneo

Support started in 2010
£62,000 donated to date



The Red Panda Network Nepal

Support started in 2014
£2,271.62 donated to date



Save the Rhino South Africa

Support started in 2005
£105,964.80 donated to date



UmPhafa Private Nature Area South Africa

Support started in 2005
£3,528,425.80 donated to date



Vulpro South Africa

Support started in 2015
£30,282.14 donated to date

SCAN THE QR CODE TO
VIEW CURRENT PROJECTS:



SPOTLIGHT ON: UMPHAFA NATURE RESERVE

COLCHESTER ZOO'S PRIVATE NATURE RESERVE IN SOUTH AFRICA

Colchester Zoo and Action for the Wild purchased land to form the UmPhafa Private Nature Reserve in 2005. The 6,000 hectare reserve encompasses a wide range of habitats, from acacia savannah and bushveld to mountainous terrain. Due to previous agricultural practices, many of the natural inhabiting species were lost.

None of the valuable work on UmPhafa would be possible without the help of your kind donations. Below are some of the areas we are currently focusing on to continue to develop the reserve.

If you are interested in making a donation directly to UmPhafa, please contact amanda@umphafa.org for details on how you can help.

HOW YOUR MONEY HELPS...

CAMERA TRAPS

A silent observer – we put these at locations within the Reserve to not only monitor our Leopard activity, but also to research the nocturnal species that live on UmPhafa; a great way of identifying new species and keeping a track on where we see them.

VITAL EQUIPMENT

On UmPhafa our prime responsibility is to ensure the protection of its biodiversity – supporting species, habitats, ecosystems and communities which is why we need your help towards providing field ranger equipment.

The field rangers work tirelessly for nature protecting our boundaries and the animals within – doing daily patrols on foot as well as monitoring those under their care.

Your donation can help us to buy binoculars, clothing and torches for our field rangers, PLUS much more.

We are looking to obtain Cheetah radio collars, which will be used to monitor the location of each individual when we release them.

FIND OUT MORE:



www.umphafa.org



L-R: Interns collecting data. Field Rangers with donations.

GETTING STARTED...

WE SHARE OUR TOP TIPS TO HELP YOU GET STARTED WITH YOUR FUNDRAISING JOURNEY!

CHOOSE YOUR FUNDRAISING EVENT

Would you like to fundraise for animals around the world but not quite sure what event to hold? Take a look at our top 10 fundraising ideas on the next page to help you get started. Once you've chosen your event, it couldn't be easier. Use the list below to help organise your fundraising event!

Event Name:	
Date:	
Location:	
Audience:	
Event Budget	
Fundraising Target:	
Advertising:	
Volunteers	

COLLECTING MONEY

Creating a **GoFundMe** is a quick easy way to raise funds and for people to donate to your cause. Make sure you select Colchester Zoo Action for the Wild as your beneficiary charity.

SHARE YOUR STORY

Facebook and Instagram are a great way to spread word of your event. If you're running a marathon, then why not let people know how it's going with regular training updates. You can even share information about Action for the Wild by sharing posts and stories.

LET US KNOW!

Don't forget to use the **hashtag #ColchesterZoo** and tag us **@colchesterzoo** if you're sharing anything on social media, so that we can see your APE-TASTIC effort. We will even give your post and stories a reply and like!

HAVE FUN

Fundraising for animals around the globe should be a rewarding and enjoyable experience - so don't forget to have fun!

AFRICAN VULTURES HAVE EXPERIENCED
A STAGGERING DROP OF OVER 80% IN
THEIR POPULATIONS OVER THE LAST 30 YEARS...

FUNDRAISING PRIZES

Colchester Zoo receives a large amount of requests for complimentary tickets to assist with fundraising efforts. These requests have grown to such an extent that it has resulted in us having to put a policy in place. To manage the process of donating tickets, a criteria **MUST** be met along with an application form. To find out more and submit an application form, please visit www.colchesterzoo.org



EAZA Elephant Tag EHV Fund



A.E.E.C.L Lemur Conservation



VulPro

FUNDRAISING IDEAS...

STUCK FOR WAYS TO RAISE? WE SHARE OUR TOP 10 FUNDRAISING IDEAS...

BAKE SALE

One of the most popular ways to fundraise, put your culinary skills to the test with a Bake Sale. Whip, sprinkle and whisk your way to target whilst providing a delicious treat for all to enjoy. Perfect for fundraising at work!

QUIZ

Find out just how smart your friends and family are with a quiz. Challenge your supporters with facts about animals, ecosystems and habitats. Did you know... A Giraffe's neck has the same number of bones in it as a humans! Venue may be required.

SPORTING CHALLENGE

Walk, run and even swim your way to your fundraising target by taking on a sporting challenge. Whether you set yourself the mammoth task of completing the London Marathon, or walk 10,000 steps a day, not only will your body thank you for it, but so will animals around the world.

HEAD SHAVE

Dare to bare? Shave your head for charity and raise money for losing your locks! Not for the faint-hearted, the courage of a lion may be required for this fundraising method!

GIVE SOMETHING UP!

If chocolate is your downfall when it comes to dieting, why not give it up for a good cause and fit into those old jeans. By giving something up, you'll be giving to wildlife around the world.

AUCTION

Bring the community together by asking for donations from local organisations and then auction them off. Selling goods has never felt so good.

KARAOKE NIGHT

Watch as others sing their heart out for a good cause. Speak to your local pub and see if they would be willing to host it for you. Not only will the drinks be flowing but with the right note, you could help a symphony of species around the globe.

GAMES NIGHT

Whether it's board games or sports, this fundraiser will bring friends and family together for an evening filled with laughter!

JUMBLE SALE

If your house is overflowing with unwanted items then why not sell them and donate the money. Not only is it a great way to make room for new goods but also an easy way to help hit your fundraising target. After all, one person's trash is another one's treasure.

CHARITY BALL

It's time to pull your best frock or suit from the wardrobe and host a night filled with dinner and dancing. Sell tickets to your ball and use the profits towards your fundraising target. You could even hold an auction for extra cash!



SPOTLIGHT ON: A CONSERVATION HERO

NOT ALL HEROES WEAR CAPES...

At the end of 2021, a then 5-year-old named TJ, set up a mini zoo outside his house to collect donations for Colchester Zoo. He also ran a marathon dressed as a lion, raising over £12,000 in just 4 months!

In October 2022, at 7-years-old, TJ's school nominated him for the 'Be Kind Awards' and he was also announced runner up for the John Caudwell Community Hero Award!

Now at 8-years-old, TJ decided to help Colchester Zoo celebrate their 60th birthday by raising money for endangered animals in the wild and chose to support Action for the Wild. In keeping with the Zoo's 60th birthday, TJ chose to run his fundraising over 60 days starting on 14th May 2023 and finishing on 13th July 2023.

TJ completed a different activity every day with one rule – each activity had to include the number 60! Over the 60 days TJ took 60 photos of 60 different species at Colchester Zoo, painted 60 bees, recited 60 animal facts, wrote a song about ADHD in 60 words and much more!

After 60 days of fundraising, TJ raised over £600 for Action for the Wild!

We would like to say a huge THANK YOU to TJ for playing such an important role in shaping the future and inspiring others to learn what actions we can take to help animals in the wild. We are so pleased that Colchester Zoo and Action for the Wild have given TJ inspiration to become a conservation warrior!

EVERY SECOND, A FOREST, THE SIZE OF A FOOTBALL FIELD, IS LOST DUE TO DEFORESTATION...

FIND OUT MORE ABOUT TJ'S FUNDRAISING JOURNEY AND TO DONATE [HERE](#)



L-R: TJ at the zoo. TJ collecting award.

WAYS TO BANK YOUR FUNDRAISING

THERE ARE A NUMBER OF WAYS THAT WE CAN ACCEPT YOUR DONATION...

ONLINE

You can send us your money by donating online. Visit www.actionforthewild.org/support-us/donate

TEXT TO DONATE

Make a **one-off or monthly donation** to Colchester Zoo's charity, Action for the Wild with a simple **TEXT** message!

Simply text the word **ZOO** plus the amount you wish to donate to **70450**

For example:

To donate **£5**, text **ZOO5** to **70450**. If you wish to opt out of marketing, text **ZOONINFO 5** to **70450**

Important Info:

Texts cost your donation amount plus one standard rate message, you will also be opting in to hear more about our work and fundraising via telephone and SMS. If you would like to donate but do not wish to receive marketing communications, text '**ZOONINFO**' plus the amount you donated to **70450**.

CHEQUE

Please make your cheque payable to Action for the Wild and post to: Action for the Wild, Colchester Zoo, Maldon Road, Colchester Essex CO3 0SL Remember to include your sponsorship form so that we can claim Gift Aid for the sponsors that have indicated that they are a tax payer.

THE AMUR LEOPARD IS ONE OF THE RAREST BIG CATS IN THE WORLD. WITH ONLY AROUND 100 INDIVIDUALS LEFT IN THE WILD...



ACTION FOR THE WILD FUNDRAISING DONATIONS

Date of event:	
Type of event:	
Total raised and enclosed:	
Name:	
Address:	
Email:	
Telephone no:	

We would like to contact you in the future with updates on news and events. If you wish to receive these updates, please tick the box.

THANK YOU FOR RAISING FUNDS AND BECOMING A CONSERVATION HERO!

Action for the Wild Charity No. 1105621



Free the Bears



Amur Leopard © Angela Young



Komodo Survival Project



ACTION FOR THE WILD

www.actionforthewild.org

Action for the Wild Charity No. 1105621