

Help
fundraise
for...



ACTION FOR THE WILD

Charity No. 1105621

www.actionforthewild.org



Do you care about the future of animals in the wild?

Colchester Zoo cares passionately about the world's threatened species and so created Action for the Wild in 1993, which achieved charitable status in 2004. The charitable trust is dedicated to assisting conservation projects worldwide by supporting and encouraging conservation projects that address conservation priorities at both local and global levels. This is achieved through the provision of financial and technical assistance.

In the last 5 years, Action for the Wild has donated over £800,000 to conservation projects worldwide, and many of these projects have been supported for a number of years. In 2008, Chris Packham became the patron of Action for the Wild, offering his support because of the proactive role that the charity plays with in situ conservation around the world.

Aims and Objectives:

Colchester Zoo aims to provide financial assistance and technical advice to overseas in situ projects in order to support the conservation of endangered species and their habitats.

Action for the Wild aims to provide habitat and survival aids for native species and the support of nature projects nationally. In co-operation with other bodies, it aims to establish protected areas, implement habitat management and be involved in breeding and translocation of threatened flora and fauna.

Action for the Wild aims to raise awareness and respect for nature through formal and informal education programmes. It also aims to encourage and support scientific and quantitative research from which conservation and animal welfare benefits can accrue.

Priority projects include:

- Wildlife conservation projects in species-range countries
- Habitat/prey protection projects in species-range countries
- Education activities in species-range countries
- Scientific techniques for species conservation monitoring
- Human/wildlife conflict resolution



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Projects supported by Action for the Wild

With the support we gain from you, Colchester Zoo's charity, Action for the Wild, can significantly contribute to the protection of species and habitats in the wild.

Here are a few examples of the projects we support and how your money makes a difference:

UmPhafa Private Nature Reserve

One of our main priorities is to set up the UmPhafa Private Nature Reserve in KwaZulu Natal, South Africa. The reserve is currently made up of three farms.

Historically, approximately 35 mammalian species inhabited this area, however, due to previous farmland management techniques, many of these native species have disappeared. Action for the Wild is now establishing a reintroduction programme for the reserve; to rehabilitate the land by returning the native species that have previously disappeared with farming. Numerous species have already been released, including giraffe, zebra and white rhino. In the future, Action for the Wild plans to release a variety of other species onto the reserve including cheetahs.

Fisher's Estuarine Moth Breeding Programme

The Fisher's Estuarine Moth is a British species of high conservation priority.

The moth has a very restricted UK distribution and its main stronghold is the Walton Backwaters area of the North Essex coast. It is threatened by rising sea levels, climate change and increased intensification of walking the footpaths around the sea wall. Colchester Zoo has set up a captive breeding programme to provide a readily available supply of Fisher's Estuarine Moths for introduction at newly created sites.

Practical black and white rhino conservation

Hluhluwe-Imfolozi Park in South Africa, is one of the most important strongholds for both rhino species; however the park is now looking at ways to step up its rhino security due to the recent increase in rhino poaching. Hluhluwe uses patrolling and law enforcement activities to ensure the security of its rhino populations. Funds have been put towards field equipment required by the field rangers to continue to protect and monitor the rhinos of the park.

Please visit www.actionforthewild.org for more information on all the projects supported.



White rhinos on UmPhafa Private Nature Reserve (c) Barbara Meyer

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Fundraising ideas

Possible ideas for how you could help to raise money for Action for the Wild include:

General:

Car boot sale, coffee morning, car wash, picnic, take part in a challenge-skydive or marathon, treasure hunt, head shave, hair dye, quiz evening, sponsored walk, penny jar, sponsored swim, themed dinner, dancethon, dog walk.

At Work:

Quiz, dress down day, theme day-colour or school uniform, donate an hour's wage, raffle, organise a social evening-bowling, guess the person from the baby photo, cake/sandwich sale, group fun runs, sport event-football/netball matches, guess how many sweets/coins in the jar.

At School:

Cake sale, disco, fashion show, summer fete, sponsored run/walk/skip/swim, fancy dress day, face painting, bring and buy sale, colouring competition, treasure hunt, sponsored silence, name a teddy bear, talent show, lucky dip, trivia quiz, sponsored to do household chores, collection jar.

For even more ideas visit the website www.how2fundraise.org



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Things to think about

Here are a few things you need to remember when organising your fundraising activities, and follow to ensure that your planned event is safe and legal.

- Get sponsored by and collect donations from people that you know and trust
 - If you wish to collect money door to door or in a public place, you will need a licence from your local authority; it is illegal to do so without. Further details can be found on your local authority's website.
 - Ensure that children (under 16) are supervised at all times and they do not collect money from strangers.
 - If you intend to hold a raffle or lottery, please ensure you check the rules on your local authority website or the Gambling Commission site at www.gamblingcommission.gov.uk.
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- Always consider the health and safety issues surrounding your event. Make sure your venue is safe and you obtain appropriate insurance cover. Check that any liabilities to the public are covered to protect yourself, as well as others.
 - Do a risk assessment before the event and brief participants about the activity beforehand.
 - Don't forget about crowd control for the event.
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- Make sure adequate first aid cover is available.
 - Be extra careful about security if you are carrying money around. It is safest to pay in any money you have raised straight away.
 - Colchester Zoo is not responsible for the organising, supervising or hosting of your event.
 - Colchester Zoo cannot accept any responsibility or liability for your event.

Thank you for your kind support.



What to do with the money you have raised

Please fill out the form below and return all the money you have raised from your event.

Remember not to send cash by post and please make cheques payable to:
Action for the Wild

Then send the form and the donations to:
Action for the Wild—Fundraising donations, Colchester Zoo, Maldon Road,
Stanway, Essex C03 0SL

Remember to include your sponsorship form included at the end of this pack so that we can claim Gift Aid for the sponsors that have indicated that they are UK taxpayers.

Action for the Wild Fundraising Donations

Date of event:

Type of event:

Total raised and enclosed: £.....

Your name:

Your address:

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Your email:

Telephone:

We would like to contact you in the future with updates on news and events. If you wish to receive these updates please confirm this by ticking this box

Thank you for raising funds for Colchester Zoo's Action for the Wild.

Action for the Wild is a registered charity no.1105621

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