



WFN NEXTGEN FUNDRAISING PACK

Welcome to WFN NextGen!

We're really pleased that you're interested in fundraising to strengthen effective grassroots conservation, enabling local changemakers to bring species back from the brink. If you've thought of a brand-new, exciting way that you want to support WFN, we want to hear about it!

Perhaps it's a cycle ride from London to Brighton or Lands End to John o' Groats, a pub quiz with a purpose, walking the Three Peaks or a concert for conservation? Whatever the idea, however different, the WFN NextGen Committee can provide steer and support to help you get going for grassroots conservation.

What will your donation support?

The Whitley Fund for Nature (WFN) is a UK-registered charity channelling funds to where they are needed most urgently: on the frontline of the environmental crisis across the Global South. WFN's flagship prizes – Whitley Awards – offer funding, media profile and training to proven nature conservation leaders whose work benefits wildlife, landscapes, climate, and people. Every year, new Whitley Award winners join WFN's global network of conservationists, now over 200 strong, in some of the most remote and biodiverse places on Earth.

"Whitley Award winners are local environmental heroes, harnessing the best available science and leading projects with passion. I admire their courage, their commitment, and their ability to affect change. There are few jobs more important." - Sir David Attenborough, WFN Ambassador

Donations raised through WFN NextGen help support follow on grants to existing Whitley Award winners, enabling conservationists to scale and continue their urgent work, safeguarding our planet alongside local communities.

The difference your donation can make:

- **£300** tags a green sea turtle in Costa Rica, revealing its migration route so wildlife corridors can be conserved.
- **£500** provides three GPS units for Samburu Warriors tracking lions to reduce human-carnivore conflict in Kenya.
- **£1,500** sponsors environmental education courses for children across three rural schools in Latin America.
- **£3,500** helps 6,000 Ugandan households with healthcare, minimising disease transmission from people to mountain gorillas.
- **£5,000** supports a citizen lawsuit against the destruction of Sumatra's Leuser Ecosystem for palm oil.
- **£10,000** brings 750km² of Himalayan snow leopard habitat under community-led protection and management for a year.

To contact our team email info@whitleyaward.org or call 0207 221 9752

To learn more about our inspiring network of Whitley Award winners and their work, check out our website at whitleyaward.org.

FUNDRAISING IDEAS

So you want to help out, but are stuck for some inspiration?

Are you a sporty sort? Tackle a [marathon](#), try [your first 5K](#) or take the plunge and do a [wild swim](#). The WFN Committee is full of ultra-marathon runners and challenge enthusiasts, so we know how much preparation and hard work is involved in taking on a sporting challenge and we want to help you achieve your goal. We can help you design your training schedule, suggest pre-race nutrition tips and where possible, we'll try to get a WFN NextGen representative(s) out to cheer you on the day.

You may prefer to take a totally different approach and **give up something you love or compel your colleagues to combine forces and run a work challenge. That idea which seems a little daunting to organise on your own- we want to help you make it a reality.** Why not think about organising a series of events throughout a year so you, your family, friends and colleagues can all participate? If you're worried that your own network might not be able to help you reach your sponsorship target, we can connect you with potential sponsors.

PHOEBE'S FUNDRAISING STORY

Phoebe is a young professional working in the architecture and design industry. Her passion is for sustainable design and architecture as well as habitat protection and conservation. She is really interested in marine conservation, protecting our oceans, and the beautiful wildlife that lives in them.



3 years ago Phoebe took part in a sponsored event which raised money for Whitley Fund for Nature. She ran a half marathon in aid of WFN, raising over £1,000 for conservationists globally. She set up a 'Just Giving' page and sent the link around to as many friends and family as possible, keeping people updated on her training progress via social media. WFN sent her a t-shirt and cap and encouraged some of their high-profile ambassadors to share the link on their social media as well.

Advice for possible young fundraisers: 'For anyone thinking of fundraising for Whitley Fund for Nature, absolutely go for it! They were so helpful, personable and supportive of my training journey as well as my fundraising journey. Whilst fundraising, I discovered that when I shared with people about the fantastic work that WFN do, and how passionate I was about their cause, so many people were inspired and keen support me. I ended up raising a lot more than I originally thought I could! But no amount is too small, every donation counts towards the big picture. If you are going to take part in a sponsored activity for WFN my

advice would be: make sure you do something that you love whether its running, baking or painting, and I encourage you to tell everyone you know and meet about your fundraising and how passionate you are about WFN. Good luck!!'

SPONSORED CHARITY CHALLENGES




JustGiving

We have a JustGiving account which you can elect for your charity challenge: <https://www.justgiving.com/whitley-fund>

SOCIAL MEDIA AND BRANDING

We'd love you to incorporate WFN NextGen branding in your campaign. Get in touch and we'll send you our logos and official style guide. We're happy to help you design an eye-catching social media campaign.

Don't forget to take pictures and tag us!

 Whitley Fund for Nature
 @WhitleyAwards
 @WFN.NextGen @WhitleyAwards

Our official fundraiser hashtags are **#WFNNextGen** and **#GoingForGrassroots**

MERCHANDISE

If you're taking on a fundraising challenge for WFN NextGen, we'd be delighted to send you a branded t-shirt, just pop us an email telling us:

Shirt size (XS, S, M, XL, XXL)

Deadline for delivery

Postal address and any other important information for delivery

WAYS TO PAY IN YOUR DONATION

Website, cheque, or bank transfer

- The easiest and quickest way to donate to WFN is via our website.
- You can send cheques payable to Whitley Fund for Nature, 110 Princedale Road, London, W11 4NH., with who the cheque is from and your contact details.
- You can pay cash directly into our bank account or make a bank transfer from your account. Just ask us for our bank details and let us know to look out for your donation.
- If you have giving vouchers such as a Charities Aid Foundation voucher, please send them to us as the bank will not be able to process them.

Gift Aid

Gift Aid is an easy way to give even more. If you are a UK taxpayer, WFN can claim an extra 25p for every £1 you donate at no extra cost to you. When paying online just tick the Gift Aid box when prompted and ask your sponsors to do the same when donating to your online page.

Matched funding through The Big Give

We also run various fundraising campaigns throughout the year, including matched funding initiatives which means your donation (and its impact!) can be doubled. Register for our newsletter or drop us an email if you want to be updated with these opportunities.

To contact our team email info@whitleyaward.org or call 0207 221 9752

Psst! Don't forget! If you've made a donation to WFN, via an interest in WFN NextGen- let us know so we can get you on the guest list for our WFN NextGen events throughout the year.

GET IN TOUCH, AND KEEP IN TOUCH!

If you are interested in participating in a fundraising adventure for WFN NextGen, please get in touch.

[**lily@whitleyaward.org**](mailto:lily@whitleyaward.org)

020 7221 9752

**Whitley Fund for Nature (WFN NextGen)
23a Berghem Mews
Blythe Road
London, W14 0HN**

On behalf of WFN and the WFN NextGen Committee, thank you for fundraising for the Whitley Fund for Nature! Every donation, large and small, makes a real and sustained difference for wildlife, people and planet. We're so grateful for your support.

Please note: All those fundraising for WFN NextGen are solely responsible for carrying out necessary risk assessments and taking precautions for health and safety and insurance cover for your event.