



YOUR FUNDRAISING GUIDE

Everything you need to know to raise vital funds for native species, rewilding, and the animals in our parks!



YOU ARE A WILDWOOD HERO!

**THANK YOU FOR CHOOSING
TO SUPPORT WILDWOOD.**

We believe in a world where Britain's native species thrive. Your support will help turn this vision into a reality, raising vital funds to protect, conserve, and rewild native British species. At a time when so many feel the weight of eco-anxiety, your support shines as a reason for us all to celebrate, showing friends, family, and communities that together, we can restore nature.

Your fundraising journey will be unique, but we'll be here to support you every step of the way. Remember you can call or email us and we'll guide you on everything from choosing your fundraising idea, to the practicalities of collecting donations. Inside this pack, you'll find simple guides, inspiring stories, and practical tips to help you get started.

The urgent need for your support couldn't be clearer. Our wildlife is in crisis. The UK is one of the most nature-depleted countries in the world – one in six of our species is under threat of extinction. But it's not too late. With your support, we can bring the wild back.

From all of us at Wildwood, thank you. Remember, every effort counts. Whatever you raise, however you choose to do it, your kindness makes a difference. You really are a Wildwood Hero.

With thanks,

Paul Whitfield
Director General

GET INSPIRED REAL STORIES, REAL IMPACT

We're always blown away seeing all the impressive and kind ways people fundraise for Wildwood! Here are a few stories to inspire you to start your own.



FREYA

Freya became a Wildwood Hero by setting up a fundraising stall at her school! She reached out to organisations for donated items and took on the big challenge of running a busy stall and chatting with the public. In one evening, she raised an incredible £110 for Wildwood.

Freya cares deeply about protecting animals and her hard work and passion show just how much of a difference one young fundraiser can make. She's proud of what she achieved, and so are we!

ARMAN & CHLOE

Arman and Chloe became Wildwood Heroes by completing an impressive 10km sponsored walk to celebrate Chloe's 21st birthday! They raised an amazing £70 for Wildwood.

“ My friends and I went to Wildwood for the first time ever, the previous year, a night tour to celebrate my 20th birthday. We absolutely loved the place, the animals and the conservation projects happening. We wanted to show our support to the charity by visiting on our days off from university. Then we saw the fundraiser to Walk On The Wildside, and as my friend Chloe is an avid hiker, we figured it would be a great way to celebrate her 21st birthday.

My top tip for asking for donations is to ask friends and family. Even if it's a small amount, it all adds up... And if you're ever afraid to ask, just remember, it's for a great cause!

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ARABELLA

Arabella became a Wildwood Hero by completing an 8km run to earn her Brownie charity badge. At just eight years old, she showed incredible dedication and raised £178 to help protect and care for British wildlife. Well done Arabella!

“ **The whole experience, of training and researching what you do for our local wildlife and completing such a big run has made me feel very proud. I hope it will help make a small difference.** ”



CATHY

Cathy became a Wildwood Hero by taking on the incredible challenge of climbing Ben Nevis! She raised an amazing £2,123 to support British wildlife. She threw herself into training, fundraising, and even got creative - selling homemade treats, pre-loved clothes, and rallying friends and family to support the cause she loves.

“ **I love Wildwood, both the park and the work you're doing for wildlife.** ”

Cathy's top tip:

“The fact that the challenge was organised by an external company made it all the more appealing as I didn't have to bother with any of the logistics, and it was fun to do it as a group as opposed to on my own.”

WHAT WE DO AT WILDWOOD

Wildwood is more than a wildlife park – we're a native species conservation charity. We rewild British wildlife to restore what's missing from our ecosystems. But without funding, this vital work can't continue. That's why we need passionate fundraisers like you!

RESTORING MISSING SPECIES

Over the years, Wildwood has built an impressive portfolio of hands-on conservation projects. We've brought water voles back to Surrey, rewilded more than 1,000 hazel dormice, reintroduced beavers to restore wetlands, and much more. All this, alongside years of research and wildlife monitoring.

RECOVERING ECOSYSTEMS

Rewilding through the reintroduction of keystone species is one of our most powerful tools. Keystone species restore natural processes and habitats, transforming the landscape, and allowing countless other species to recover alongside them. Bringing these animals back restores large-scale ecosystems so they can become self-sustaining and resilient.



CONSERVATION STORIES

THE BLEAN BISON: A FLAGSHIP WILDING PROJECT

The award-winning Blean Bison Project has a bold vision: bringing nature back by bringing European bison to Britain. In 2022, Wildwood alongside the Kent Wildlife Trust released the herd into the Blean woodland - the first free-roaming bison in UK woodlands for thousands of years.

These gentle giants are ecosystem engineers. As they graze and push through the trees, they open space for a wider variety of plant species to grow, and create habitats for wildlife like woodpeckers, bats, and fungi.

Find out more [🌐 wildwoodtrust.org](https://www.wildwoodtrust.org)

SAVING THE CHOUGH: RED-BILLED CHOUGH BACK AFTER 200 YEARS

After more than 200 years missing from Kent, red-billed chough are once again flying over the White Cliffs. Since 2023, we've been rewilding captive-bred choughs around Dover and the White Cliffs, supported by decades of chalk grassland restoration through conservation grazing.

In 2025, our first wild-born fledgling proved the birds are finding suitable habitat, pairing, and raising young. It's powerful evidence that these restored coastal landscapes can once again support chough, and a hopeful sign that the wider ecosystem is returning to life.

Find out more [🌐 wildwoodtrust.org](https://www.wildwoodtrust.org)



EDUCATION THAT PROTECTS WILDLIFE

Education is at the heart of everything Wildwood does. Through our pioneering rewilding and native species restoration projects, our visitors can learn about British wildlife, igniting a passion for conservation, and motivating a sense of responsibility to protect our native species. By fundraising for Wildwood, you are helping us train and educate the next generation of conservationists.

LEARNING OUTSIDE THE CLASSROOM

Our education programmes inspire a love of British wildlife in students and show the difference people can make for conservation. From Scouts and school groups to community learners, we help people discover the natural world around them and understand how they can protect native species. With your support, all of this work becomes possible.

SHARING EXPERTISE & AMPLIFYING IMPACT

We also act as a training centre for ecologists, upskilling other conservation groups by sharing our expert knowledge on subjects as diverse as harvest mouse surveying, to water vole handling - ensuring that conservation knowledge spreads further and has an even greater impact.



OUR PARKS: A HOME FOR NATIVE WILDLIFE

Your fundraising for Wildwood helps care for hundreds of animals at our parks, including our rescued brown bears. Focusing on native species, we connect visitors with the extraordinary natural world.

RESCUING FLUFF & SCRUFF

Brothers Fluff and Scruff were the first bears to make Wildwood their home. Rescued in November 2014 from a disused bear hunting facility in Bulgaria, they were underweight and traumatised after fifteen years in barren concrete pits. Thanks to our incredible supporters, they travelled 1,600 miles to a new woodland home in Kent, where under Wildwood's expert care they healed and grew strong. Our efforts to encourage natural behaviours were rewarded when the siblings went into torpor for the first time in 2017.

Find out more [🌐 wildwoodtrust.org/brown-bear-rescue/](https://wildwoodtrust.org/brown-bear-rescue/)

RESCUING MALENKY & NANUQ

In 2025, brown bear cubs Malenky and Nanuq urgently needed help. Their mother, a survivor of the conflict in Ukraine, had endured weeks of bombing. Rescuers finally reached her and moved her to Poland. With most emergency shelters quickly filling up, she was moved between different zoos before being brought to safety in temporary accommodation in Belgium. Against all odds, she gave birth to the twins. Thanks to public support, Wildwood brought the cubs to our Devon park, giving them a safe, enriched environment and a loving forever home.

Find out more [🌐 wildwoodtrust.org/brown-bear-rescue/](https://wildwoodtrust.org/brown-bear-rescue/)

GET STARTED: YOUR FUNDRAISING ADVENTURE BEGINS HERE

Here you'll find a simple step-by-step guide for how to get fundraising.

Step 1

Get your Wildwood fundraising pack (that's done!)

Step 2

Choose your fundraising idea - how you're going to raise money. Check out the start of this guide for ideas or come up with your own.

Step 3

Decide how you will collect donations. The easiest way to collect donations is online, so we'd recommend creating a JustGiving page.

Step 4

Spread the word! Let everyone know you're fundraising for Wildwood. Tell your friends, family, colleagues, and share your fundraising page on social media.

Step 5

Let us know at Wildwood that you're fundraising for us, and tag us in your social media posts so we can see. We'll be so happy to help and support you!

Step 6

Take on your challenge. Complete your fundraising challenge and collect your funds. Make sure you share your updates with all your supporters and with us at Wildwood so we can cheer you on!

ONLINE FUNDRAISING

Setting up an online fundraising page is a quick and easy way to get your fundraising started.

We have a handy Wildwood JustGiving fundraising webpage already set-up, ready for you to join.

TOP TIP

Thank your supporters and provide them with regular updates as your fundraising project progresses. Your donors will really appreciate receiving personalised thank you messages!

JustGiving™ FUNDRAISING

Head to:

🌐 justgiving.com/charity/wildwoodtrust

Click 'Start Fundraising' to create your page and share it with your friends and family.

Remember - we are here to help you achieve your fundraising goals

if you're ever stuck on a step, or if you just want to bounce some ideas off of someone, the friendly Wildwood fundraising team is here to support you. And we're just a phone call or email away.

You can reach us at:

☎ **01227 712111**

✉ **fundraising@wildwoodtrust.org**

FUNDRAISING IDEAS

**WILD IDEAS WELCOME:
FUNDRAISE YOUR WAY**

Maybe you already have an amazing fundraising idea, or you're looking for some inspiration.

Charity fundraising is hugely varied, from individual fitness challenges to running large events or primary school campaigns. Whatever your skills and situation, there's a way for you to be a Wildwood Hero and raise funds for conservation!

CREATIVE FUNDRAISERS

Get Creative for Wildwood!

Host bake sales, sell your crafted items, or organise workshops. With a little creativity, you can have fun, inspire others, and turn your ideas into vital support for wildlife.

Bake Sale

Wildwood Twist: Decorate cakes and cookies with British wildlife shapes (think hedgehogs, owls, squirrels).

Gardening & Plant Sale

Wildwood Twist: Sell native plants, wildflowers, or hedgerow shrubs.

Themed Dress-Up Day

Wildwood Twist: Hold a "Wildlife Fancy Dress Day" where participants dress as native species.



SPORT FUNDRAISERS

Run, Swim, Cycle, Hula Hoop

Go wild! Organise your own sporting challenge and ask people to sponsor you, or there are loads of pre-organised sporting events you can sign up for, where you can fundraise for Wildwood while taking part. From popular events like the London Marathon and Parkrun, to cycling challenges, swimathons, and charity treks, there's something for every level of fitness.

BIG & DARING FUNDRAISERS

From skydives and abseiling to Tough Mudders, there's a challenge to test every level of bravery. You can put your courage to work for Britain's wildlife by taking on these experiences and raising sponsorship for Wildwood.

COMMUNITY & EVENT FUNDRAISERS

Host Your Own Event

Raise funds for Wildwood by charging entry or selling tickets - every pound goes straight to supporting Britain's wildlife!

Quiz Night

Theme questions around British wildlife and conservation.

Afternoon Tea - Wildwood Twist:

Charge a ticket price and provide wildlife-themed cakes for guests.

Film Night - Wildwood Twist:

Show wildlife documentaries or family-friendly nature films. Sell snacks or drinks to raise extra funds.



THANK YOU!

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From all of us here at Wildwood, thank you for supporting us. Your creativity, time, and generosity are helping to protect, conserve and rewild Britain's native wildlife. Every contribution, big or small, makes a real difference, and we're so grateful that you're part of our journey to bring nature back to life.

You are a Wildwood Hero!

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**With heartfelt thanks,
Wildwood's Fundraising Team**

