



CHOUGH CHALLENGE FUNDRAISING PACK





**THANK YOU SO MUCH
FOR JOINING
OUR CHOUGH
CHALLENGE
& WELCOME TO YOUR
FUNDRAISING PACK**

Every step you take, every penny you raise, is a lifeline for our incredible animals and vital conservation efforts. You're not just a fundraiser - you're a Wildwood hero, and your impact is a reason for us all to celebrate!

Your fundraising supports us on a mission: to work with nature to fight the biodiversity crisis, to halt the extinction of species, and to create resilient habitats in which nature can thrive, and you are a vital member of this adventure!

Get ready to be AMAZED! We're bursting with excitement to show you the incredible impact your donations are having on our beloved Wildwood animals and vital conservation efforts across the UK! Witness the transformation firsthand - come visit us and see the WILD difference YOU are making!

WHAT IS THE CHOUGH CHALLENGE?

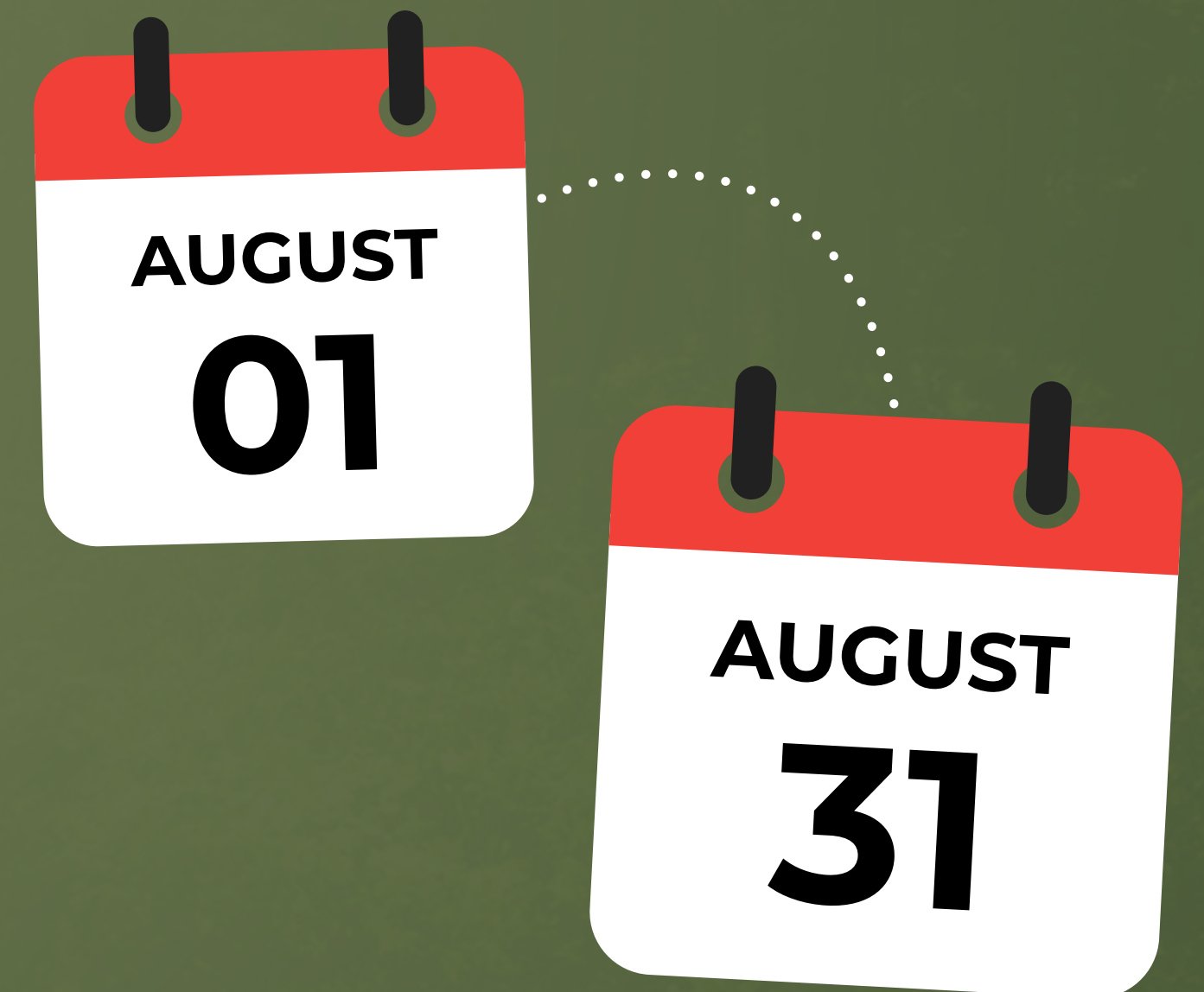


READY TO MAKE A REAL DIFFERENCE FOR WILDLIFE?

Challenge yourself this summer for a fantastic cause and become a Wildwood fundraiser. Whether you take on a fitness goal, host an event, or get creative with your own unique idea, every step you take helps protect Britain's most threatened species. It's a fun, rewarding way to support conservation - and we'll be with you every step of the way. Let's make wild things happen, together!

Why not try a chough pilgrimage by tracing the historic Via Francigena, from Canterbury Cathedral to the White Cliffs of Dover - the same journey the choughs make before being released into the wild!

Take on your challenge this summer, and see how much money you can raise for British wildlife!





WHY THE CHOUGH CHALLENGE?

We're incredibly excited to share that one of our key initiatives is the reintroduction of the captivating chough to Kent. These intelligent and charismatic birds are a vital part of our coastal ecosystems, and we're working tirelessly to restore their populations.

Choughs have been missing from the wild in Kent for over 200 years, primarily due to habitat loss and historical persecution. Despite their absence, these iconic birds remain deeply rooted in Kent's cultural history, appearing on pub signs across the county and even featuring on the Canterbury coat of arms, a poignant reminder of what we've lost, and what we strive to regain.

With your help, this year will be the third year of chough releases to the wild, but this is only possible if we can raise the vital funds needed! Your donations will be feeding chough chicks, helping us hand rear them for release, and supporting the chough team to monitor them once they've been released into the wild.

CAN YOU HELP US RETURN THESE BIRDS TO KENT?

TACKLING YOUR CHALLENGE



To track your journey, we recommend Strava - a seamless way to log your miles and connect with your fundraising page. And here's a bonus: the Via Francigena route is already mapped out on strava, ready for your adventure!

Dive into the world of invertebrates! We've included activity sheets to spark your curiosity. As you embark on your Chough Challenge, what hidden wonders have you uncovered? Remember, choughs are expert invertebrate hunters, feasting on earthworms, woodlice, and spiders. Capture your discoveries with iNaturalist - a brilliant app for identifying the tiny creatures you encounter along the way!

Your stories are the heart of our mission! We're eager to see your Chough Challenge journey - every step, every smile, every selfie!

TAG US @WILDWOODTRUSTUK

Let's fill our feed with your incredible moments.
Want to turn your passion into action?

Find out how to fundraise either Online or Offline.



FUNDRAISE ONLINE

One of the simplest ways to fundraise online is by using JustGiving.

JustGiving is a free online platform which enables you to fundraise online quickly and simply. With JustGiving you can raise money directly for Wildwood Trust in a simple, transparent, and fun way, and share your story on social media in just minutes.

Once you are signed up, you can create a fundraising page for your Chough Challenge. Make sure to personalise your page, and then share it with everyone to tell them about your challenge - don't be shy about telling your story!



FUNDRAISE OFFLINE

Offline donations are usually donations made in cash or by cheque to the you, the fundraiser.

We have enclosed a sponsor form for those who do not have access to an online fundraising page, just ask people to pledge to your fundraiser, and then you can collect their donations once you've completed your challenge.

Once you've finished collecting donations, please bring these to Wildwood Trust alongside your sponsorship form. Please do not send any cash donations through the post, these can be given directly to the charity at one of our wildlife parks. Any cheques should be made payable to Wildwood Trust, and can either be posted or dropped off at one of our offices.

WE'VE EVEN SET A COUPLE
OF INCENTIVES
SO YOU'VE GOT
SOME TARGETS
FOR YOUR FUNDRAISING.

If you raise
OVER £50



- You'll receive a medal to make sure you don't forget reaching your goal and completing this challenge.

If you raise
OVER £250



- You'll get a medal and a chough adoption.

If you raise
OVER £1000



- You'll get a medal and a behind the scenes chough tour and talk here at wildwood!

WHICH FUNDRAISER ARE YOU?

DAREDEVIL DYNAMO?

Skydiving for squirrels? Tough Muddering for badgers? We salute your bravery

SOCIAL SUPERSTAR?

Coffee mornings, pub quizzes, chatty walks - bring your community together

CREATIVE CRAFTER?

Knit an otter, paint a fox, unleash your inner artist and fundraise

SPORTING SENSATION?

Run, ride, swim, stride - get those endorphins flowing for wildlife

Tell us your tale! We're buzzing to hear your stories! Snap pics, share updates, and tag @wildwoodtrustuk - let's celebrate your fundraising triumphs.

SOCIALS

Reach your fundraising goals with the power of your personal connections. Your family and friends are your fundraising dream team!

SHARE YOUR "WHY"

Tell your authentic story - connect with hearts and minds

KEEP THEM UPDATED

Share your progress - keep the momentum going

EASY DONATION LINK

Make it simple - add your fundraising link to every post

AMPLIFY YOUR REACH

Encourage shares - let your story travel

THANK YOU TIME

Express your heartfelt gratitude to every donor

WILDWOOD TAG

@wildwoodtrustuk - let us join your journey

A woman with long blonde hair, wearing a green beanie, a pink sweatshirt, a dark green jacket, and blue jeans, stands on a sandy beach with her arms raised in a celebratory gesture. The background shows the ocean and a cloudy sky. The right side of the image has a dark green overlay with white text and a logo.

YOU ARE A HERO!

**BECOME AN AMBASSADOR FOR
REWILDING & FUNDRAISE FOR
WILDWOOD!**

Your fundraising adventure doesn't have to end here. Dive into a world of fun and creativity. Bake sales, sponsored stunts, artistic endeavors - the choice is yours. Let your unique talents shine and turn your imagination into impactful fundraising.



THANK YOU!

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From all of us at Wildwood, thank you for supporting our efforts to protect, conserve, and rewild British wildlife. Together, we can create a future where people and nature can thrive side by side.

May your fundraising adventure be filled with joy and success!

Remember, every step you take makes a difference!

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With heartfelt thanks,
Wildwood's Fundraising Team

