

THE COOL EARTH FUNDRAISING PACK



WELCOME TO THE COOL EARTH TEAM

Thank you for taking climate action



Basil, Community Facilitator for Wabumari, Papua New Guinea.

Together, we can support and empower local communities to keep their rainforest standing strong.

Whether it's getting busy in the kitchen, dusting off your running shoes or dressing as a tree for your school or work's 'dress up' day, you can back people to protect rainforest. The donations made by your friends, colleagues and family members will help to fight the climate crisis.

This helpful guide is packed with tips and ideas to make the most of your fundraising. Don't forget to tag us on social media so that we can share your fundraising journey too.



Enjoy fundraising for Cool Earth!

GOOD LUCK

HOW ARE YOU HELPING PEOPLE TO COMBAT THE CLIMATE CRISIS?



Better access to
health care



Stronger
forest value



Greater
happiness



Enhanced
Wellbeing



Improved
Education



Increased
Sustainable
Incomes

HOW WILL YOUR FUNDRAISER HELP?



£5

Inga Seeds

An ice-cream tasting, nitrogen fixing, nutrient recycling, weed controlling, soil restoring, livelihood-generating, wonder bean.

For rainforest communities, it is fast becoming a way to earn a sustainable income that works with the forest, not against it.



£10

Sponsors a Tree for a Year

Support communities whose rainforest is at risk from logging and deforestation by helping villages invest in sustainable livelihoods that depend on the forest being kept standing.



£25

Terrific Toilet

Many people in rainforest communities live without everyday essentials, like sufficient sanitation. It's not just having an impact on local people's health and polluting their crops, this also increases pressure on the forest as people struggle to pay for medicines and quality food. A strong village means a safe rainforest.

HOW WILL YOUR FUNDRAISER HELP?



£50

Education in Rainforest Communities Around the World

Education can transform the future of a child, a family, and a community. No matter where our partners are in the world, the schooling of their children is a priority.



£100

Rainforest Canopy

Rainforest is our global safety net. Supporting local people to protect it is the smartest, most positive climate action there is.



£150

1,000 Fish Fry for Fish Farming Projects

Raising fish will help diversify their food intake, supplement diets with a valuable source of protein and achieve greater food security.



£250

Handwashing Station

Access to clean water is fundamental in the fight against the climate crisis. Healthy people, healthy forest.

WHAT TO DO? THAT'S UP TO YOU!

Now it's time to plan your fundraiser! Whether it's a feast night with friends, a games night, teaching yourself how to juggle, running laps of your local park or baking up a storm - it's totally up to you. There are hundreds of ways to support Cool Earth. Whatever you can think up can be a great way to raise money for a good cause.



TIPS TO HELP YOU REACH YOUR TARGET ONLINE



Set up and Personalise Your Fundraising Page

Do this as soon as possible! Your fundraising page will be the place that your friends, families and colleagues will go to find out more about your event. Put up some photos, talk about what you're going to be doing and why you're fundraising for Cool Earth.



Set a target

How much would you like to raise? Having a target will encourage people to donate. Set yourself a challenge, but start with an achievable amount as you can always increase it as you go!



Post Regular Updates

Use your fundraising page to let supporters know about your progress or the build up to the event. Share your milestones or use it as a diary - the more people know, the more likely they'll donate.



Thank people who have donated

After the event has taken place, remember to thank everyone for their support - and let us know how it went! We'd love to hear from you.



Share, Share, Share on Social

Ask your friends, family and colleagues to spread the word. Tap into all your contacts - family, friends, colleagues! Take photos of your activities or training to post about your fundraising on social media.

DOWNLOADABLE RESOURCES TO HELP YOU ALONG THE WAY

Images

Fundraising for logos

Gift Aid

Quizzes & Activities

WE LOVE TO SHOUT
ABOUT ALL THAT
OUR FUNDRAISERS
ARE DOING



Don't forget to get in touch :
send us a message or tag us with your updates.

Email: fundraiseforus@coolearth.org
Social: [#fundraisingforrainforest](#) [#teamcoolearth](#)

FUNDRAISING SPOTLIGHT

Cool Earth fundraisers continue to
inspire and impress us.

[Check out our hall of fame!](#)



HIKING THE JOHN MUIR TRAIL



Setting a target of 211 miles, brothers Callan and Campbell had a long walk ahead of them. The hike, which usually takes walkers approximately three to four weeks to complete, passes through Yosemite National Park, and culminates at the highest peak in continental United States, Mount Whitney. By combining this fundraiser and trek with a charity that friends and families wanted to get behind was more than enough incentive for people to donate - they raised over \$3000!



'Reach out to your friends and family individually first, before sending a mass email or putting it on social media! Many people like to donate when they feel a connection with you, the fundraiser, and this is easier when dealing with individuals.'

Callan

CYCLING FOR THE CLIMATE



Committed to raising money for climate action, Conor O'Loan completed an impressive 150km bike ride around Richmond park during lockdown. Although his friends and family stayed at home, they all came together to sponsor him and make a difference, raising £1000 for our rainforest partnerships. Conor chose to fundraise for Cool Earth to take effective climate action - supporting local people to keep their trees standing.

BEAUTY ON CANVAS



After seeing first hand how deforestation is destroying the habitat of birds living in rainforest, Graham is committed to capturing their beauty on canvas. He creates and sells paintings of endangered birds to spread awareness and raise money for Cool Earth - helping to protect the rainforest that these beautiful birds call home.

YOUR CHECKLIST

- ☐ Choose your fundraising activity or theme
- ☐ Get a date in the diary
- ☐ Set yourself a target
- ☐ Create a fundraising page and personalise it [JustGiving](#)
- ☐ Spread the word - tell everyone and their nan!
Let people know how you're getting on by updating your fundraising page or sharing on social media
- ☐ Remind people about GiftAid
If your supporters are UK taxpayers and are happy for us to claim GiftAid on their behalf, an extra 25p from each £1 raised can be added at no extra cost.
- ☐ Thank everyone who has helped or donated to your fundraiser

THE LEGAL BITS

Responsibility for your event

The key thing to remember is that you are responsible for your fundraising event, meaning you must make sure that it is carried out safely and legally. Cool Earth cannot accept any liability for your fundraising activities. Make sure it's clear that your event is fundraising 'in aid of' rather than organised by Cool Earth.

Insurance

You'll need to take out appropriate insurance to cover your liability for certain fundraising events. If your event is open to the public, or has public participation, we recommend that you have public liability insurance as a minimum.

If you are hiring a venue, it's worth checking to see if the venue already has insurance, and if you're fundraising at work, ask your company what insurance cover they have.

Photography and filming

Sharing photographs and videos of your fundraising online can help boost donations, but remember to always ask permission from the photographer to share images taken, and from others if they feature in images and video. If children feature prominently in photos taken at your fundraiser, you will need parental consent for the photos to be taken. Cool Earth can supply you with consent forms for this.

Collection tins

From supermarket collections to football matches, collection tins and buckets are great for raising funds, and awareness. If you're collecting funds in a public place you'll need to apply to your local council for a permit. For private collections in the UK, you don't need permission from the local authority but please remember to seek permission from the owner of the building or location. Cool Earth does not endorse door to door fundraising.

When you're collecting money, ensure that funds are kept safe and secure. It's good practice for two people to be present when the money is counted and cash should be banked as soon as possible after the event.

THE LEGAL BITS

Raffles & lotteries

Raffles can be a brilliant way to raise money, but there are laws and guidance relating to any form of gambling, including raffles and lotteries. To ensure your event is legal and as successful as possible, please follow guidelines from the Gambling Commission.

Brand

Our short set of guidelines is designed to accompany our downloadable resources, including images and our logo. Please take a moment to read through, as it is important they are used to their best effect and in accordance with the Cool Earth brand.

If you have any questions about the content of this document, please contact us: **fundraising@coolearth.org**

Food

Please take care when storing, handling and preparing food. Remember to follow basic food hygiene advice and obtain any necessary licences to sell food. You can find more advice from the Food Standards Agency.

COVID-19

Before you start planning your activity, make sure you can do it safely and within government coronavirus guidance. Please don't take part in any fundraising activities if you're feeling unwell. For advice and information about fundraising and hosting events please visit the Fundraising Regulator website.

Further Information

If you would like any advice, more information about Cool Earth or a few extra tips on how to get your fundraiser going, please contact us at **fundraising@coolearth.org**. We're always happy to help and love hearing about what you're getting up to.

THANK YOU FOR CHOOSING TO FUNDRAISE FOR **COOL EARTH**

Thank you for choosing to back people to protect rainforest
and fight the climate crisis.



Protect 96,162 Hectares of Rainforest



Store 15,679,250 Tonnes of Carbon



Support 13 Rainforest Partnerships

fundraising@coolearth.org
www.coolearth.org

