



CREATE A WILDER FUTURE

Your fundraising toolkit

Everything you need to get fundraising for wildlife



THANK YOU

for being a champion for wildlife

If you're reading this, you probably care deeply about Australia's wildlife and you want to make sure they live safe, wild and free for the decades to come. We're thrilled you've chosen to take action and fundraise for WIRES.

This toolkit provides you with all the support, inspiration and tools you'll need to make sure your fundraising is a raging success!

Our wildlife is in crisis – and that means our shared commitment to protecting our native animals has never been more important. Your actions today will go a long way towards making sure our unique wildlife get the very best chance of survival. Every dollar you raise will be used as efficiently as possible, to make sure your gift has the greatest impact.

We can't wait to hear about all the creative ways you choose to raise money for WIRES- be sure to keep in touch so we can help you along the way! Thank you for your support and welcome to the WIRES family!

Team WIRES Fundraising

IN THIS KIT YOU'LL FIND:

- How your fundraiser will make a difference for the preservation of our wildlife
- An A-Z guide on ways to fundraise!
- How to plan and promote your fundraising activity
- How we can support you as you take the plunge into fundraising

We're here for you every step of the way! If you need help please email: fundraising@wires.org.au or call us on (02) 8977 3396





WE ARE FACING A WILDLIFE CRISIS

We have one of the highest rates of species decline in the developed world

Australia has lost more mammal species than any other continent.

Fundraisers like you make our work possible

As a result of your fundraising, WIRES will be able to continue providing sick, injured, displaced and orphaned native animals with their second chance of life in the wild. With more than 1,000 Australian species now threatened with extinction, your actions will make a huge difference.

100 Australian species have been driven to extinction and a further 1,900 species are now at risk



YOUR SUPPORT WILL HAVE IMPACT!

EMERGENCY RESCUE & RESPONSE

An Emergency Service, created just for wildlife

WIRES assisted 140,000 native animals over the past year!

The WIRES Rescue Office receives almost 200,000 calls a year, most relating to native animals in life-or-death situations. To reach those animals fast WIRES co-ordinates a 24/7 network of thousands of volunteers, wildlife carers and hundreds of vets.



CARE & REHABILITATION

Wildlife belongs in the wild

Once an injured or orphaned animal has been rescued, our top priority is to support our volunteers to provide best practice care and rehabilitation, so wherever possible that native animal gets a second chance of life in the wild.

RECOVERY

Protect and Preserve

Our Emergency Funding is now supporting hundreds of groups throughout Australia to restore habitat, safeguard biodiversity and be better equipped to protect native animals during disasters.





YOUR IMPACT

Your support means we can be there when they need us most. Here's how the money you raise can help.

\$80

Supplementary food for orphaned joeys.

Help our volunteer carers feed orphaned joeys, giving them a second chance of life in the wild.

\$30

Rescue a native animal!

Help us respond to an urgent call, and organise the rescue, aid and long term care for a native animal in distress.

\$300

Formula for an orphaned koala joey.

Help our carers feed one orphaned koala joey for 20 weeks with specialist formula, giving them strength and health for eventual life in the wild.

\$120

Support a Wildlife Ambulance for a day!

We have six fully-equipped Wildlife Ambulances across NSW, QLD and Tasmania. They are used for our most critical rescues. We need more, particularly in regional areas.

\$1,200

Help purchase a mobile oxygen converter for a Wildlife Ambulance!

Help our Emergency Responders provide vital oxygen to patients suffering respiratory distress and low blood oxygen levels whilst they're being transported to vets.

\$2,500

Help cover the costs of a full-time Emergency Responder for a fortnight

Each Responder is vital to the success of our emergency response. Their expertise and knowledge help us save native animals in dire situations.

RESCUE STORIES

YOU'LL MAKE HAPPEN

Lucky escape for two orphaned wombats

When surging flood waters began engulfing a local property in flood-stricken southern NSW, two young wombats were clinging to their lives.

One was claspng a wire fence of a chicken coop to keep his head above water; the other was desperately swimming.

Luckily, a property owner witnessed their distress and was able to rescue both. She quickly called WIRES for assistance, and they are now safe with their experienced WIRES carer, learning all the skills they'll need for an eventual release back into the wild.

Our wombat populations have been ravaged by floods, habitat loss, disease and increased traffic on our roads. By fundraising for WIRES, you can make a difference!



Half-moon Harry's second chance

WIRES was called to assist with a critical koala rescue in greater Sydney. The koala, later named Harry, was found on a side of a road with his eyes so infected with chlamydia he could barely see.

WIRES koala carer Morgan transported Harry to our koala rehabilitation centre for urgent medical attention.

Harry was one of the lucky ones. His chlamydia responded to treatment and he's since been released into his natural habitat. By fundraising for WIRES, you can help us provide urgent aid for more than 600 koalas every year!



Did you know?
A baby wombat will need bottle feeding every 2-3 hours!

CANDY & ERNIE

WIRES carers can spend up to 18 months rehabilitating a wombat before returning them to the wild

A story of loss, survival and love

Candy was left orphaned when her mother was hit by a car. But thanks to WIRES supporters, and the dedication of experienced WIRES volunteer Anna, Candy's story didn't end there.

Candy was delivered to Anna in the middle of the night. The wombat joey was so tiny she hadn't grown any fur yet, and only had a slim chance of survival.

Donations to WIRES helped provide Anna with everything she needed to keep little Candy alive – including a humidicrib and specialised milk formula. And if Anna ever needed advice, a wombat expert was always on call to help.

Candy made it through that first, sleepless night. Then a month later, she was joined by another orphaned wombat joey named Eddie. At first, the wombats were a little shy. But after a few weeks, they became inseparable.

Today, Candy and Eddie have a home in a new outdoor enclosure. They're learning how to burrow, forage and become adult wombats together. And with every passing day, they're getting closer to being released back into the wild – where they truly belong.



**READY TO MAKE
A DIFFERENCE?**

Our wildlife needs you!

STEP 1: IT'S ALL IN THE IDEA!

Start with something you enjoy doing when deciding on a fundraising idea. Hiking, walking, swimming, or running may galvanize your troops if you enjoy physical challenges. Or, hosting a dinner party or a trivia night might be more your thing.

Ways to Fundraise

You can do almost ANYTHING and make it a fundraiser. Whether you are sporty, creative, or a social butterfly, YOU can help raise the funds we need to protect and care for our wildlife.





LOOKING FOR SOME INSPO?

“Life is either a daring adventure or nothing at all!”
HELEN KELLER

Kick a bad habit

Ever needed support to kick a bad habit for a worthy cause? Ever wanted to give up your morning coffee, or that nightly glass of vino? Have you ever wanted to STOP sleeping in, or to start that exercise regime to get your summer bod on? Kick a bad habit or kick-start a healthy habit with support from your tribe. The new you means more support for our wildlife!

Do something audacious

Ever dreamed about moving out of your comfort zone? Got an urge to hike that mountain, start ocean swimming or train for that marathon? Decide what it is that'll move you out of your comfort zone and get support while you do it.

Do an office challenge

Galvanise your work mates and get them moving! Put together two rival office teams and challenge them to a physical match. Each colleague donates \$5 to participate.

A-Z OF FUNDRAISING

- A** **AFTERNOON TEA** - ask your friends or work mates to bring a plate of food and charge an entry fee
- B** **BIRTHDAY** fundraisers are a great idea!
- C** **CREATE** your own Casual Day at work and ask for a donation to participate
- D** **DO** something **DARING** like abseiling, ocean swimming, or shaving your hair and ask your friends to support you
- E** **ENCOURAGE** your school to have a dress up day as native Australian wildlife!
- F** **FANCY** dress day at your school or workplace for a gold coin donation.
- G** **GET** sponsored to cut your hair or to take up a challenge
- H** **HOST** something - a dinner party, breakfast, cocktail party and ask your friends to donate
- I** **INITIATE** a physical challenge at your work
- J** **JOIN** an existing fundraising event and nominate WIRES as your charity
- K** Hold a **KARAOKE NIGHT** at your next work function and ask for an entrance fee
- L** **LEAVE** behind a bad habit and start a new life affirming habit. Get your mates to support you
- M** **MAKE** a big personal change for a month and ask your friends to support you
- N** **NIGHT IN**- invite your friends for a movie night for a small donation to wildlife
- O** **OFFICE COLLECTIONS!** Organise an office clothes swap and ask your colleagues to donate to wildlife
- P** **PUT** on a kids disco with you as the DJ!
- Q** **QUIZ NIGHT**- everyone loves a good quiz night and the entrance fee can raise funds! Pubs are a popular venue but any community space will work
- R** **ROW** on a rowing machine and ask your friends to support you to achieve your set target.
- S** Host a **SAUSAGE SIZZLE!**
- T** **TRIVIA NIGHTS** make great fundraisers and will increase your general knowledge!
- U** **UNIFORM FREE DAY!** Ditch the uniform for a gold coin donation to wildlife
- V** **VARIETY SHOW**- everyone has a talent right? Put on a show and charge people to watch
- W** **WINE AND CHEESE** tasting at your home or workplace. Charge an entry fee and enjoy your evening!
- X** **XMAS PARTY**- organise a Xmas party and ask your friends or colleagues for a donation for our wildlife
- Y** **YOGA CHALLENGE**- organise weekly yoga classes for a donation
- Z** **ZOOM** a group of friends (anywhere in the world!) for an online social. Ask them to donate the cost of their usual favourite cocktail!

STEP 2: SET YOURSELF

A TARGET!

Think of a realistic target you can set for your fundraiser, based on how hard you want to go out in promoting it. We often encourage fundraisers to set a lower target to begin with so then there's opportunity to grow.

Here's an example as to how you could achieve a small fundraising target of \$300:

How to raise \$300 in just 14 days!

STEP 1: Kick start your fundraiser by being the first to make a small donation of \$20

STEP 2: Ask five of your nearest and dearest to donate \$20 each

STEP 3: Ask five of your work colleagues to donate just \$5

STEP 4: Host a dinner party, BBQ or a cocktail night and ask your guests to donate \$10 each

STEP 5: Put your fundraiser on Social Media and explain what inspired you to take action for our wildlife.
Watch your donations grow!



STEP 3: REGISTER & CREATE YOUR PERSONAL FUNDRAISING PAGE

Register online to create your personal fundraising page

Follow the prompts to register online. Once you've registered you'll be given your very own fundraising page with a unique URL.

Start personalising

Once you've registered your fundraiser you can start personalizing your page with stories, pictures and anything else that inspired you to take action for wildlife.

Start promoting!

As soon as your fundraising page is set up and you have been given your unique URL, it's time to share your fundraising page with your family, friends and network.



STEP 4: PROMOTE YOUR FUNDRAISER

Social Media success!

Social media will become your best friend during your fundraiser. It's the sure-fire way to reach your networks and for a like-minded 'tribe' to find you!

When creating your post and emails:

- Use our social tiles for your posts. You could use an initial one explaining why you are fundraising for our wildlife through WIRES, and post subsequent tiles as you reach your fundraising milestones
- It's really important to explain why you are raising vital funds for Australia's wildlife. What has been your inspiration or impetus? Why do you feel so strongly about this? By sharing your 'why' you'll connect with others who share your passion and interests
- Use the help of our posters, stories and statistics to further convey your story and to highlight the urgency of the situation
- Use any of the supplied images to add a visual journey to your posts
- Be sure to include the link to your fundraising page
- Feel free to tag us and include any of the social handles listed below
- Make sure your posts are on the 'public' setting so they are sharable.

Other ways to get the word out

Put up one of our fundraising posters in your school or local community

Is there a local community group that could help to support you?

Is there a local community news source or Facebook page that could put the word out for you?

Use our social handles
#fundraiseforwildlife and
#wireswildliferescue

 WIRES.wildlife.rescue

 WIRESwildliferescue

 WIRES.wildlife.rescue

 WIRESwildlife

A SUMMARY OF THE WAYS WE CAN SUPPORT YOU

We have a variety of ways in which we can help you get started, support your promotion and set your targets.

We're here for you every step of the way! If you need help or guidance please email us at fundraising@wires.org.au or call on (02) 8977 3396.



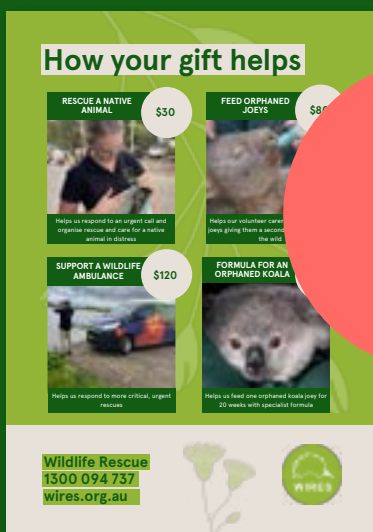
Wires
Supporter logo

Fund-
raising
FAQs



Social media tiles
for you to use

The A-Z of
fundraising
ideas



Posters

...and more
posters!





FUNDRAISING GUIDELINES

As a fundraiser, there are a few responsibilities that you need to be aware of when fundraising for WIREs:

- In order to be a legitimate fundraiser for WIREs you must register online on the community hub. If you do not wish to register online, you must contact: fundraising@wires.org.au and state the type of fundraiser you wish to hold. An Authority to Fundraise form will then be issued to you. This is required by law and will be issued once WIREs has assessed and approved your fundraising activity.
- The person who registers their fundraising activity online, or who holds the Authority to Fundraise form will be the activity organiser, which makes them solely accountable for managing the fundraising activity in an appropriate and responsible way.
- It's up to the activity organiser to ensure the safety of the activity, including organising appropriate public liability insurance and providing first aid services if they are needed.
- You need to fulfil any legal obligations for fundraising and comply with any regulations. You will also need to organise any permits, licenses, insurance or authorities to fundraise where necessary. This information will be available from your state government or local council.
- It is preferable you receive donations online to your fundraising page. Offline donations can also be added to your page. If, in the instance you wish to send your offline donations in to WIREs in the form of a cheque or cash, please ensure this is donated to us within 14 days of the activity being completed.
- WIREs reserves the right to audit paperwork associated with the fundraising activity. Organisers are responsible for keeping all paperwork relevant to the fundraising activity.

- You may only use our name and Supporter logo to promote your activity if you adhere to the conditions outlined below:
- Any promotional material and collateral must only use the 'Proud Supporter of WIRES' logo and it cannot be altered in any way
- All promotional materials and collateral must be approved by WIRES before going to print or being distributed in any format.
- No personal photos of wildlife or wildlife imagery may be used other than what has been supplied by WIRES.
- You are not able to approach the general public with door to door or telephone collections as part of your fundraising activity.
- People under 16 years of age collecting donations or money must have an adult with them.
- You agree to release WIRES Inc. to the fullest extent permissible under law for all claims and demands of any kind associated with the activity and indemnify WIRES for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the activity caused by your breach of these responsibilities or negligence.
- WIRES Inc. reserves the right to withdraw your authority to fundraise at any time.
- WIRES authorisation of your event may be issued at the absolute discretion of WIRES based on the information you have provided. If authorisation is given, it is given in reliance on your having given us honest and truthful information regarding your event and any risks or hazards to which participants may be exposed.
- WIRES will inform prior to the commencement of the event if it is to be covered under the WIRES insurance. If not, evidence of an insurance cover must be sent to WIRES prior to event commencement.

Declaration of Promise

The answers provided to the questions above are true and correct. I will notify WIRES Incorporated of any changes to the event that will have an impact on any of the above questions.



STEP 5: BANK

YOUR DONATIONS

Create your personal page

Collecting donations via your online fundraising page will make your life easier as the donations will come straight to WIRES and your supporter will be automatically issued a receipt. Their donation will also be directly added to your fundraising target – easy!

Cash, Cheques and receipts

All donations made via your online fundraising page go directly to WIRES and will be issued with an automatic receipt.

If you have collected cash for your fundraiser you can add this as an offline donation to your fundraising page, and it will be added to your total amount raised. If you prefer to send the funds raised, please email fundraising@wires.org.au and we will provide you with next steps.

Cheques Must be made payable to WIRES and sent to:

WIRES PO BOX 7276

WARRINGAH MALL NSW 2100

As soon as your fundraising page is set up, you can share it with your family, friends and network.

Be proud – YOU are helping to save the lives of sick, injured and orphaned native animals!



THE POWER OF A 'THANK YOU'!

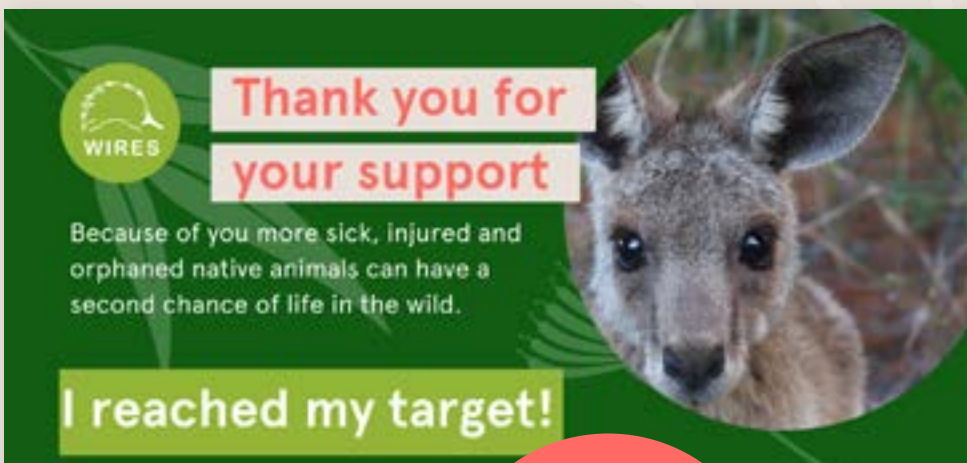
The power of 'THANK YOU' cannot be underestimated... remember to thank everyone who has supported you in your mission to help wildlife in need.

There's many ways you can thank your supporters:

Tag a business to recognise their support where ever you have promoted your fundraiser

*Download our Certificate of Appreciation certificate and send or email to those who are special supporters.

Use one of our 'thank you' social tiles for your next post



FUNDRAISING

FAQS



How do I get started?

To start your fundraiser you firstly have to register online and follow the prompts to complete your registration. Your fundraising page will be created for you with your own URL to share with your family and friends so they can sponsor and support you. You can add in blog posts and photos to this page. If you choose to not register online, please contact fundraising@wires.org.au with your fundraising idea and so you can receive your office Authority to Fundraise letter..

What messaging should I use when people are donating or participating?

WIRES should be named as the beneficiary of your fundraising activity, with the ultimate beneficiary being our wildlife. For example: "All proceeds from this event will go to ensure WIRES can assist more sick, injured or orphaned wildlife", or "Proudly supporting WIRES"

Can I choose where my money goes?

Any funds raised through events goes to our urgent 24/7 wildlife rescue service. You can learn more about how WIRES helps sick, injured and orphaned wildlife here.

Does WIRES cover insurance for my event?

WIRES cannot allocate vital funds to cover insurance for this purpose nor does our public liability cover community fundraising events. So, just keep this in mind if you're a daredevil as you may want to reconsider your event idea!

Will WIRES help me promote my event?

Unfortunately, due to our privacy policy restrictions we are unable to invite or promote your activity on your behalf.

While we will provide everything we can to make your fundraiser a roaring success, there are some things you will need to do yourself. However, don't feel you need to go it alone- please reach out ([hyperlink to: fundraising@wires.org.au](mailto:fundraising@wires.org.au)) if you need any further resources, or if you need help with any of your fundraising material.

How do I set up my fundraising page?

Go to www.fundraiseforwildlife.wires.org.au and follow the prompts to register.

Can I use the WIRES logo to promote my event?

Unfortunately, we can't give you access to our main logo, but we have created a special 'Proud Supporter of WIRES' logo especially for you! This logo cannot be changed or edited in any shape or form.

Can I use my own imagery of our wildlife in the promotion of my event?

Unfortunately, there are lots of legal requirements around the handling of our native wildlife. For this reason, we have provided you with some approved hero images which you can use for your event promotion.

Can people who donate get a tax deductible receipt?

Anyone who donated \$2 or more through your online fundraising page will automatically be emailed a tax deductible receipt. If you are collecting funds in cash or in person, please keep a record of those requiring a receipt and the value of their donation. Please send this through to us when you deposit the proceeds to the WIRES bank account so we can issue receipts to all those who have supported you.

My questions haven't been answered – can I speak with someone?

Sure. We would love to assist you as you progress along your fundraising journey for WIRES. You can contact us via email at: fundraising@wires.org.au or phone: (02) 8977 3396

"Great things
are done by
a series of small
things brought
together"

VINCENT
VAN GOGH






**TOGETHER,
WE CAN CREATE
A WILDER AUSTRALIA**


Ready to get started? Visit www.fundraiseforwildlife.wires.org.au.


Connect with us


WIRES Community Fundraising


 fundraising@wires.org.au

 +61 2 8977 3396

 [WIRES.wildlife.rescue](https://www.facebook.com/WIRES.wildlife.rescue)

 [WIRESwildliferescue](https://www.instagram.com/WIRESwildliferescue)

 [WIRES.wildlife.rescue](https://www.linkedin.com/company/WIRES.wildlife.rescue)

 [WIRESwildlife](https://twitter.com/WIRESwildlife)



THANK YOU

NSW Wildlife Information,
Rescue and Education Service Inc.
Wildlife Rescue Line 13 000 WIRES
wires.org.au