

Friends of Inti Wara Yassi Fundraising Pack



Friends of Inti Wara Yassi

Help us rescue, rehabilitate and re - release Bolivia's wild animals

Thank you for deciding to fundraise for Friends of Inti Wara Yassi. This is your opportunity to do something great and raise valuable funds to support the work of Comunidad Inti Wara Yassi (CIWY) in Bolivia. All of your hard work will make a real difference to the lives of the rescued animals and communities that we work with, so from them and us, thank you.

Lots of people like to support us actively every year through fundraising. From sporting events to cake sales, and salsa nights to cross-country bike rides. Fundraising is a fun, challenging way to raise vital funds for CIWY's work.

The following few pages will hopefully serve as a good set of guidelines to help you to organise your fundraising efforts so that you can use your time wisely. This document does not need to be stuck to religiously though. You will also form your own ideas, either from experience or in a flash of inspiration. Don't shy away from using these ideas; they may give you more success than you initially imagined.

I am here to support any fundraising you may do, from supplying you with sponsorship forms, to writing press releases and creating posters. If you need any help or would like to talk with me about your ideas then please don't hesitate to get in touch.

Good luck!

Emily Jesshope | Fundraiser
fundraising@intiwarayassi.org

Friends of Inti Wara Yassi (FIWY) - the UK branch of the Inti Wara Yassi Community

Contact Information

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Charity registration number: 1124355



Friends of Inti Wara Yassi

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T: 01273 777206

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Friends of Inti Wara Yassi Fundraising Activity Ideas

There are a hundred and one different ways raise money. The key to effective fundraising is to start early, spread your efforts over as many areas as possible and leave no stone unturned.

Sponsored events:

One of the best ways to raise money, whilst having fun and possibly achieving a lifetime ambition, is by doing a sponsored event, be it a marathon, half marathon, 10k run, bike ride, walk, climb, bungee jump or sky dive. Whatever event you choose, every penny you raise will support our work in Bolivia. For a list of sporting events taking place around the UK, or for details on how to join the Brighton Marathon team, please email: fundraising@intiwarayassi.org.

Fundraising at work:

- **Organise a dress-down day:** ask your colleagues to donate £1 for wearing whatever they want to work for a day!
- **Cake sales:** bake some yummy cakes and sell them in your office.
- **Slave auction:** auction yourself off as a slave for the day to one of your colleagues.
- **Tea making services:** offer to make the tea for everyone in your workplace all day - but for a price!
- **Car washing and dog walking:** offer to take their dog for a walk, wash their car or offer up any other service for a small donation.
- **Sweepstake:** ask your colleagues to donate £1 and guess how long it will take you to run the marathon – the closest person wins a bottle of wine!

Organising a fundraising event:

Fundraising events can be a huge success. The key is to plan, advertise and keep costs down as much as possible; if you need to hire a venue, hunt out the places that will let you have it for free – letting them know that all proceeds will go to charity can be a great bargaining chip!

Some particularly successful fundraisers in the past have included:

Pub quizzes – head down your local with your mates and colleagues for a simple and fun way to raise money. Just ask each quizzer for a donation into the charity pot. As long as you let us know in advance, we can help you find prizes and suggest websites to



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download quiz question from.

PROS: Easy, cheap/free to host, good fun

CONS: You'll need to find a willing pub, and some enticing prizes.

Dinner & dance events – try out a salsa night if you're feeling adventurous, or maybe a barn dance for the less so – good fun all round! This might be a good choice if you or any of your friends are members of a dance club who might be willing to donate their time for free.

PROS: Good fun, great for publicity, potential to raise a lot of money

CONS: A lot of organisation, potential to lose money if care isn't taken

Bake sales – on a smaller scale, these can be a great way to raise funds on a regular basis. This works great for group fundraising, as the baking can be rotated. If you're short on time you can even forego the baking part with the help of Krispy Kreme Doughnuts. If you are fundraising for charity they will sell you their doughnuts or doughnut vouchers at a specially discounted, fundraising price. You are then free to sell them on, with all profits you make going towards your fundraising target. Check out their website for more details: www.krispykreme.co.uk/fundraising/how-it-works

PROS: regular amounts of money being donated, little organisation needed

CONS: you must be very careful with hygiene if selling food to the public

Other ideas – get creative!

- **Car boot sales** – make a little money and have a good clear-out of all your clutter
- **Raffles** – often a good idea held at another event, but there are rules that apply.
- **Auctions**
 - Use **eBay** to your advantage!
 - **Chores auctions**: a great alternative to auctioning off items. This can take a lot of organisation: venue, crowd of eager bidders – make sure you have the time first!
 - **Unwanted present auction** – ask all the guests at a New Year's do to wrap up an unwanted present. One at a time, each guest has to 'sell' the item in an auction without giving away what it is. Guests bid on the item depending on how much they think it's worth. You may end up paying £10 for shampoo or £1 for a bottle of vintage whisky!
- **Fairground games/pub games evening** – tin can alley, tombola, coconut skittles, guess the weight of the cake/variations on a theme.
- **Old-school sports day** – get some nostalgic silliness going with the old classics – sack



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- race, egg-and-spoon race, wheelbarrow race, obstacle course, three-legged race, tug-of-war, welly throwing...
- **Scavenger hunt** – give people a list of bizarre items to collect in a day – pay to enter.
 - **Jailbreak:** drop teams off in the middle of nowhere, without a map or means of transport – challenge them to get back to the start point!
 - **Coppers collection** – put a tin out and ask for donations of unwanted 1p and 2p coins.
 - **Coffee mornings, dinner parties or BBQs** – keep it simple, invite all your friends round and ask everyone for a donation.

How to make your event a success:

Tie your fundraiser into what's happening in the year....Caroling or hampers at Christmas, Burns Night Suppers, Pancake races, Easter egg hunts, Strawberries & Cream for Wimbledon...We have even known someone who dressed as a chicken for a week at Easter...no, really!

Publicise your event, making the point that all the proceeds will go towards charity. A good idea for this if you're sending out invitations to people is to include a SAE. This will give recipients less opportunity to ignore your invite. Twitter and Facebook are invaluable tools too! Let us know if you would like posters making up for any events.

At the event itself, you could include a brief presentation about Inti Wara Yassi and your training efforts if you feel brave enough – if not, why not ask us to come along and explain what we do? We can also provide you with a fundraising certificate and name badges to help show that you are raising money legitimately.

Try and keep costs down as much as possible, for example many places may provide free venue hire for charity events – just ask them.

Remember: If you are organising an event that involves the public you must clear it with the relevant authorities. Health and safety issues must always be considered.



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Fundraising advice and top-tips

Knowledge:

Although this sounds obvious, you need to have a clear idea of what you are raising the money for. This might sound simplistic but it is important that you are not caught out when asking for donations from people. We will give you as much support and information as you need about Friends of Inti Wara Yassi and Comunidad Inti Wara Yassi, and we also recommend that you take time to look over our website www.intiwarayassi.org to make yourself familiar with our work. The more passionate about it you are, the more knowledge you will soak up and thus the more impressive you will sound to outside sponsors.

Who or what to target?

Again, a key aspect of successful fundraising is to cover as many options as possible. Below is a list of avenues you could try to raise the money, it is certainly not exhaustive but should send you in the right direction.

Companies:

Why not ask the company you work for to match your fundraising? This is known as "Matched Giving." For every £1 you raise they will give you £1. Or if they are a small company why not ask them to donate £100 to your appeal. We can write press releases to send to the local press where we will of course mention their support. Perhaps they could also make a feature of what you are doing on the company website and social media.

The media:

The media can be a huge help to you. They are great allies to have to when spreading word of your fundraising to a diverse audience. Let them know what you are doing and why, and if you are organising an event, it is always a good idea to try and advertise it in local papers or on the local radio station. If you have already received some sponsorship, then you can even mention them in your article or on the radio. Not only does this hold advantages for the company – seen to be helping a good cause – but it also shows that you have already achieved some success through fundraising. This will convey your sincerity about fundraising and it is likely to encourage others in aiding you to reach your goal.

Family and friends:

You may find it embarrassing asking family and friends for money however, few would say no to sponsor you for a good cause, especially if you give them the facts:



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£5 – could help support one of our rescued monkeys for a month

£10 – could help support one of our rescued cats for a month

£50 – could save an acre of irreplaceable Amazonian rainforest

£60 – could sponsor a monkey for a year

£120 – could sponsor a cat for a year

If you are fundraising for something specific just email: fundraising@intiwarayassi.org for a breakdown of what donations specific to that project will achieve.

It can also help to give people a case study of an animal that we have helped. This personal touch helps donors connect with the cause, giving them a concrete example of the work we do and how their donation can make a difference. If you would like to use an animal case study in your fundraising just contact us – fundraising@intiwarayassi.org - and we will send you one.

Remember family and friends are also often keen to help in other ways, such as printing or selling raffle tickets, or helping to organise events. They might also know companies or friends who might be able to help you in some way.

Raising money online:

The best way to raise money online is to set up a BT MyDonate page, making it simple for people to sponsor you: you can send friends the link to your page, on which you can upload a photo of yourself or of the project you are supporting, as well as all the information your donors need about Friends of Inti Wara Yassi and Comunidad Inti Wara Yassi.



Unlike some other fundraising sites, BT MyDonate passes on 100% of all donations (excluding debit/credit card charges). Gift Aid is reclaimed from the Government and is also passed onto charities in full. **Fundraisers and their sponsors don't pay a penny to use the website.**

- **Fundraise with friends or colleagues as a team**
- **Create a basic page in 5 minutes**
- **Link to your Facebook and Twitter**



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- **Email friends and family with a link to your page – they can sponsor your securely with a couple of clicks**
- **Create personalised thank you messages for your sponsors**

To set up your personalised fundraising page, go to our charity profile - <https://mydonate.bt.com/charities/friendsofintiwarayassi>

- Click on 'Start fundraising' and 'Create my challenge'.
- Enter the details of your challenge and choose 'Friends of Inti Wara Yassi' as the charity you want to support.
- Drop us a line – fundraising@intiwarayassi.org - if you've got any questions!

Top tips to maximise online fundraising

- Personalise your page with a picture (ask us for recent pictures from Bolivia)
- Use your email footer or Facebook status to link to your online fundraising page
- Update your page frequently so your supporters can keep track of how you're doing
- Email the link out to your friends and family more than once so they don't forget to sponsor you!

Finally...

Remember to thank everybody that has helped you. A good idea would be to send everybody who has helped an email after the event telling them how it went; it doesn't take long and would be gratefully received!

We are here for you!

We want to help you succeed in your fundraising and are more than happy to help you out at any stage: we will help with press releases, publicising everything you do to support us on our website, Facebook groups and even on twitter. Most importantly, we're also on hand to answer any questions you may have.



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Gift Aid

Make your donation to Friends of Inti Wara Yassi worth even more – at no cost to you!

If you are a UK tax payer, or the person donating is, we can receive 25% extra on every donation, i.e. for every £1,000 we get an extra £25!

This is because the government's Gift Aid scheme allows us to reclaim tax on donations. For your donation(s) to be eligible for Gift Aid you must pay an amount of income tax and/or capital gains tax for each tax year (6 April one year to 5 April the next) that is at least equal to the tax that we reclaim on your donations in the same tax year.

How to check if you've paid enough tax for us to claim Gift Aid: divide the donation value by 4 – e.g. if you donate £100 to us in a tax year, you will need to have paid £25 tax over that period.

So if you are a UK taxpayer, or are asking for donations from a UK taxpayer, please complete the attached gift aid form. The extra money we raise really can make the world of difference. Please note that any Gift Aid claimed will be treated as unrestricted funds.

Included at the end of this pack are sponsorship and gift aid forms.

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Some snapshots from fundraisers past...



Team FIWY completing the FSI 10k Challenge, raising money for CIWY's birds.



Vicky Stent at the Bath Half Marathon, dressed appropriately as a monkey!

More about Friends of Inti Wara Yassi:

Friends of Inti Wara Yassi is the UK branch of the Inti Wara Yassi Community and the focal point for international fundraising and partnerships. Established in 2008, we have been supporting the work of Comunidad Inti Wara Yassi by raising funds, and increasing international awareness of the environmental destruction and animal trafficking that is taking place in Bolivia today, and the role of CIWY in combating this plight.

We raise, on average, over £20,000 per year for CIWY and have secured almost £24,000 in grants for CIWY since December 2010. **You can help us build on this...**

Help us create a better home for some of the least fortunate animals on this planet.

Read on for more information...



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Comunidad Inti Wara Yassi:

The Comunidad Inti Wara Yassi is a Bolivian organisation that is made up of a team of adolescents, Bolivian professionals and volunteers from across the globe. Founded in 1992, CIWY was the pioneer of the environmental movement in Bolivia and is recognised nationally and internationally for founding centres devoted to the rescue and rehabilitation of vulnerable wildlife. CIWY currently manages three parks: **Parque Machia**, **Ambue Ari** and **Jacj Cuisi**.

What's the problem?

Animals in Bolivia are often kept illegally, exotic animals are traded on the black market with little care as to their well being, they have often been abused which can result in permanent disabilities – meaning that they would die without our help.

At the 2010 South American conference on Illegal Wildlife Trade in Brazil, these facts highlighted the severity of the situation:

- Over 20 million species are smuggled out of South America each year, with only 1 in every 10 animals surviving capture and the journey.
- Animals are not just being smuggled out for collectors and the private zoos of millionaires. Pharmaceutical laboratories are apparently among the buyers: one gram of snake poison can fetch up to \$1,200.
- To keep the animals quiet during their transport to Europe and the United States, these creatures are subjected to horrifying torture. Birds have their eyes pierced so they do not see the light that sets them singing; macaws have their breastbone broken to stop them from squawking and monkeys are sedated with rum and have their teeth pulled out to make them tame.

How the Comunidad Inti Wara Yassi helps:

CIWY aims to protect and conserve vulnerable animals' endangered habitats and areas of scientific and ecological importance. It is devoted to the education of environmental awareness within the country's youth, and runs workshops, environmental actions and training programmes for hundreds of Bolivian children.

CIWY provides sanctuary for those animals that have suffered the great misfortune of being taken from the wild and placed in captivity. Where possible the animals are rehabilitated and then re-released back into their natural habitat; if re-release is no longer an option, they are given long-term sanctuary and will live out the rest of their days at



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one of FIWY's refuges. FIWY aims to make their lives as comfortable as possible: through the construction of bespoke cages and the allocation of dedicated volunteers, whose work is focused exclusively on the care and environmental enrichment of a particular animal.

Just £60 helps to support a Monkey in Parque Machia for an entire year. All the monkeys have been rescued from the illegal pet trade.



**Your help will make a real difference!
Help us create a better home for some of the least
fortunate animals on this planet.**



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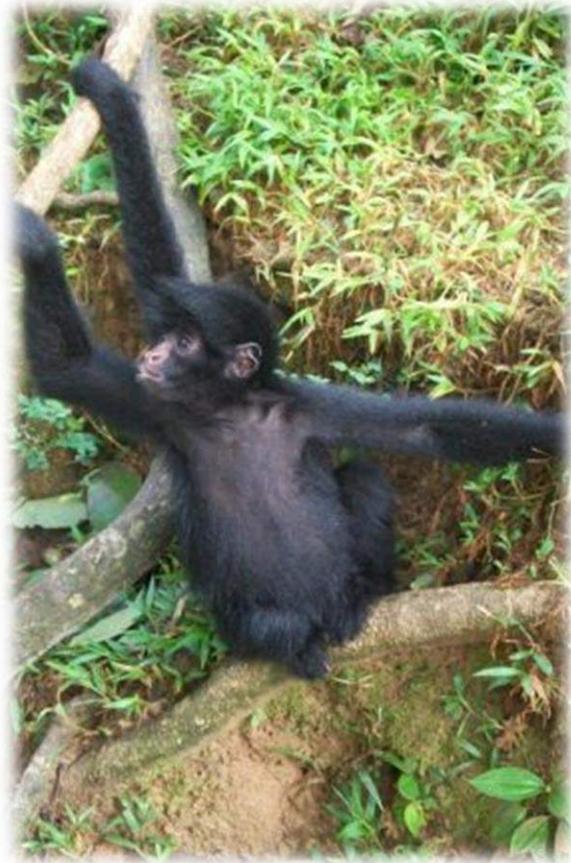


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All about Alopecia...

Just one of the many animals whose life has been saved thanks to CIWY's work

Alopecia is a gorgeous Spider Monkey, who was only 6 months old when she arrived in Parque Machia in November of 2009. A family, who saw her at one of the many illegal animal markets in Cochabamba, took pity on her and bought her. Like many other spider monkeys who are sold on the black market, hunters shot her mother to sell as bush meat; Alopecia was prized off her mother as she fell from the tree.



Alopecia was one of the lucky ones, she only stayed with the family for a few weeks, as they soon realised that they were unequipped to care for her. When she arrived at Parque Machia she was malnourished, skinny, riddled with parasites, and had hardly any hair. She was also terrified of all other monkeys and would cry incessantly whenever she saw any.

Alopecia stayed in Quarantine for a month until her parasites had resolved and was slowly introduced to the established group of spider monkeys. She soon overcame her initial fear and was accepted by the group remarkably quickly. She is now an integral part of the group and can usually be seen playing high up in the trees with the other juvenile spider monkeys. The group is becoming increasingly independent from human beings and we have high hopes to be able to re-release them in the near future.



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Friends of Inti Wara Yassi

Sponsorship form

First Name: _____ Last Name: _____

Your sponsorship will make a real difference to the lives of hundreds of orphaned animals in CIWY's care. **If you are a UK taxpayer, please gift aid your donation. This means the charity will receive an extra 25% on top of your donation.** For more information please visit www.intiwarayassi.org. Please make any cheques payable to 'Friends of Inti Wara Yassi'. Thank you!

Name of Sponsor	Amount Sponsored	Gift Aid? (Please enter address)	Address	E-mail
1				
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10				



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Name of Sponsor	Amount Sponsored	Gift Aid? (Please enter address)	Address	E-mail
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Gift Aid Form: Friends of Inti Wara Yassi

Charity Registration No: 1124355

www.intiwarayassi.org

Personal Details

Title: _____ First name(s): _____

Surname: _____

Address: _____

Postcode: _____

Phone: _____ Email: _____

Gift Aid

By consenting to Gift Aid on your donation we can reclaim a further 25% from the tax office. To qualify you must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 25p for each £1 you give). Please note that any Gift Aid claimed will be treated as unrestricted funds.

I am a UK taxpayer and I wish Friends of Inti Wara Yassi to treat all donations I make from the date of this declaration, until I notify you otherwise, as Gift Aid donations.

Signed: _____ Date: _____

Notes:

1. You can cancel this Declaration at any time by notifying the charity.
2. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration.
3. If you pay tax at the higher rate you can claim further tax relief in your Self-Assessment tax return.
4. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity (T: 01273 777206). Or refer to help sheet IR65 on the HMRC website www.hmrc.gov.uk.
5. Please remember to let us know if you change your address or if you are no longer paying as much income tax or capital gains tax as we are reclaiming.

Thank you for taking the time to complete our Gift Aid Form.

Please return to: Friends of Inti Wara Yassi, PO Box 5403, Brighton, BN50 8GW.



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