“I have been working tirelessly for 16 years to help support orangutan conservation across Borneo. I am so grateful for all the support we have from all over the world. We have pulled this fundraising pack together to inspire and encourage you to help raise vital funds for the charity.

Without you none of our work would be possible”

Susan Sheward MBE
Fundraiser Stories

So what is it really like to raise funds for the orangutans? Here’s what some of our fantastic fundraisers had to say...

Adele Grange from London fell in love with orangutans while volunteering at Sepilok Rehabilitation Centre, and has been committed to helping them ever since. Pledging to run the London Marathon, Adele battled through rigorous training regimes and threw herself into fundraising.

“On the day of the marathon I was more nervous than I’ve ever been. I had to do this and would crawl if I had to” Adele said. “I dug deep and thought about all the characters I had met at Sepilok and how the money would help OAUK secure not only their futures but those of orangutans across Borneo. By mile 25 I knew this was it. All the months of hard training and badgering people to sponsor me was all worth it. I had actually done it! That feeling will stay with me forever!”

Nathan Marks, barely able to cycle 2 miles at the start of his training, committed himself to completing the hilly 54 mile London to Brighton cycle. After the ride he said “I want to challenge myself more in the future and continue to fundraise for OAUK, who work for a cause that’s very important to me. They were both supportive and an absolute pleasure to fundraise for”
The Opportunities are Endless…

Fundraising is FUN! Any activity you enjoy can be an opportunity to fundraise. But if you need some inspiration why not try…

**Cake Sale** – bake some orangutan themed cakes or biscuits and ask for a donation of 50p or £1 per cake

**Quiz Night** – Host a quiz night and ask friends to come along in teams for £5 per team. Why not test your friends with some orangutan themed quiz questions!

**Host a Dinner Party** - Charge friends and family £20 for their meal. You could even try out a Malaysian or Indonesian menu

**Take Part in a Sponsored Run, Swim or Cycle** – It’s time to bring out those running shoes, cycling shorts and swimming caps and get moving!

**More of a Challenge?** – How about climbing Kilimanjaro, doing a skydive or taking on Europe’s longest Zip Wire?

If you need any help deciding, call our friendly team on 01590 623443 or email fundraising@orangutan-appeal.org.uk
Let’s Get Started

1. Decide on what you would like to do!

2. Join the team! Contact us to let us know what you are planning and join our dynamic team of friendly fundraisers. We will be on hand for encouragement and support throughout your fundraising.

3. Get stuck in! Now is the time to tell everyone what you are doing and why. Set up an online fundraising page, print those sponsorship forms and spread the word on social media. Don’t stop until everyone knows how wonderful you are for doing something amazing for orangutans!

4. Do it! Take a breath and enjoy it, knowing you are doing something wonderful.

5. Donate! It’s time to send us your hard-earned sponsorship money so we can start putting it to good use.
You Can Make a Difference

Every orangutan is precious and it is our mission to ultimately help save this wonderful species from extinction.

Working alongside the Sabah Wildlife Department at the Sepilok Rehabilitation Centre, we help raise funds and awareness to rescue, rehabilitate and eventually release orphaned and displaced orangutans.

We support carefully chosen projects at Sepilok and throughout Borneo to provide our support in the areas most in need.

One such project is the provision of a Veterinary Nurse at Sepilok. Nurse Ibri is invaluable in helping provide care and treatment to the orphaned orangutans.

Ibri says “I can see the difference I have made in these orangutans’ lives, giving them that second chance at a life of freedom. This is what makes the job worthwhile and I feel very happy and so, so lucky.”

For more information on our Projects visit our website or get in touch at fundraising@orangutan-appeal.org.uk
| 1. | Get Started – ask your close friends and family to make the first donations and everyone else should follow suit |
| 2. | Set up an online fundraising page - it’s easy to start and quick and simple for your supporters to donate |
| 3. | Aim high – set yourself a challenging target. You might exceed your own expectations! |
| 4. | Tell your story – let people know what you are doing and, most importantly, why. Your passion will encourage others |
| 5. | Use photos – show everyone how you are getting on with your fundraising. Having photos on a fundraising page can earn 14% more donations |
| 6. | Be bold – ask everyone and anyone. You will be surprised how many people are willing to give to a good cause |
| 7. | Get creative – offer incentives for milestone donations, such as sitting in a bath of beans or dying your hair orange?! |
| 8. | Keep everyone updated – let your donors know how you are doing. Post updates on Facebook, Twitter and Instagram |
| 9. | Don’t forget gift aid – remind your sponsors to tick the ‘gift aid’ box and you can earn 25p extra for each £1 donation |
| 10. | Say thank you – tell your donors how grateful you are. Thank them on social media to remind others to donate |
Online fundraising pages are easy to set up and quick and simple for your supporters to donate to.

Keep track of your donations and see how close you are to your target. Better still, there’s nothing to worry about when it comes to paying in the funds, they come directly to us from the page.

Do bear in mind that some people aren’t online, so it’s always a good idea to print some sponsorship forms to display at work or at your local gym or pub (with the owner’s permission). Remember to collect the funds from your sponsors at the end!

Here are some of the most popular online fundraising pages you can choose from:

- www.justgiving.com/sepiolok - join our Just Giving community by clicking the 'Fundraise for us' button to set up your page
- www.virginmoneygiving.com – simply search for Orangutan Appeal UK to start fundraising
- www.doitforcharity.com – to use this site you will need to have selected an event hosted by them
Logos and Legalities

You are welcome to use our logo but please stick to the below guidelines and allow us to approve any artwork you use it on

Please Do
- Position in the top left corner where possible
- Leave some white space around it

Please Don’t
- Change, modify or distort the logo in any way
- Put the logo in a box or cover it with anything

The Legal Bit

Collections – if you are collecting money in public places you must obtain a license from your local authority

Raffles and Lotteries – again you may need a license, see www.gamblingcommission.gov.uk for details

Food Hygiene – if you are serving or selling food to anyone, it is good practice to maintain a high level of hygiene. Visit the Food Standards Agency website at www.food.gov.uk to make sure your event meets the right standards

Data Protection – as a general rule, don’t keep your donor’s personal details for any longer than you have to and don’t share anything without the donor’s permission. Go to www.gov.uk/data-protection to find out more

Please do get in touch if you need any advice!
Money Matters

Once you’ve finally got your breath back, handed out those quiz night prizes and polished off the last cupcake, it’s time to pay in your hard earned funds!

Online Fundraising Page – These funds come in automatically so there is nothing you need to do

Website donation – make a donation of the funds through our website here www.orangutan-appeal.org.uk/donate. Please just let us know you are doing this so we can allocate it correctly

Bank Transfer – we are happy to receive the money by bank transfer so contact Robyn on 01590 623443 or fundraising@orangutan-appeal.org.uk for a reference code

Cheque – Please make a cheque out to Orangutan Appeal UK and post to ‘Orangutan Appeal UK – Fundraising, New Forest Estate Offices, Lyndhurst Road, Brockenhurst, Hants, SO42 7RL, UK’

We love to hear about your efforts so please let us know if you are planning to pay in any funds

For security reasons, please do not send cash in the post

We are so grateful for any funds we receive. Every donation is invaluable in helping orangutans such as Hope, who was rehabilitated at Sepilok and has gone on to have a wild-born baby of her own, little Doris
Fundraising Materials

We are happy to provide fundraising materials to help at your event or to encourage your friends and family to donate.

We can provide leaflets, newsletters, posters and informative photographs of orangutans at Sepilok if these will help with your fundraising.

If there is anything else you think could be useful to boost your donations, please don’t hesitate to give Robyn a call on 01590 623443 and we will be happy to discuss your requirements.
**Orangutan Appeal UK** is a small UK registered charity dedicated to the rehabilitation and conservation of orangutans and their habitat across Borneo. The Appeal funds a vast number of projects including pioneering research, veterinary care, medical supplies and facilities, helicopter translocations and public awareness campaigns. We are also the only charity authorised to raise money on behalf of the Sepilok Rehabilitation Centre in Sabah. With continued habitat destruction and numbers in wild populations dwindling, orangutans are now **critically endangered**. The Appeal is committed to saving these beautiful apes from extinction and assisting the diminishing rainforests at the same time.

For more information check out our website: www.orangutan-appeal.org.uk
Registered Charity No. 1138538

**Sponsorship Form**

**IMPORTANT** – By Selecting Gift Aid, OAUK Can Claim 25p Extra for Every £1 from HMRC – PLEASE READ: If I have put ‘Yes’ in the Gift Aid box below, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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Thank you for your interest in fundraising for Orangutan Appeal UK

We will be happy to answer any questions or discuss any ideas with you

Orangutans need our help more urgently than ever before. If we do not act now, we might lose one of our closest cousins forever

Your kindness really does make such a difference and we would love to have you on our fundraising team!

01590 623443 / fundraising@orangutan-appeal.org.uk