

FUNDRAISING *for* TARONGA



Photo: Rick Stevens

TARONGA 
CONSERVATION SOCIETY AUSTRALIA

For the Wild

YOUR HELP IS URGENTLY NEEDED

Every day, animals are being lost to illegal poaching and habitat destruction. Sadly, Many species are on the brink of extinction.

Taronga's legacy commitment is dedicating the next 10 years to the conservation of 10 critical species. Five are native to Australia, like the Platypus and the Bilby, and five are in Sumatra—a biodiversity hotspot of critical natural importance right on Australia's doorstep.

Taronga is working in Australia and around the world to help safeguard species at risk. We are working in 18 countries across 5 continents.

- **Sumatran Rhino**

The Sumatran Rhino is the most endangered of all rhinoceros species due to its rapid rate of decline. Because of poaching, numbers have decreased more than 70% over the last 20 years, and it is believed that fewer than 100 Sumatran rhinos survive in very small and highly fragmented populations in Indonesia.

- **Platypus**

The Platypus is the iconic state animal of NSW but are vulnerable in the wild as a result of habitat loss, pollution of waterways with plastics, predation by feral animals and bycatch (accidental capture) in fishing nets and yabby traps.

- **Sumatran Tiger**

Less than 400 Sumatran Tigers survive in the wild due to illegal poaching and destruction of their habitat for agriculture.

- **Asian Elephant**

Only 300 wild Asian Elephants remain in the Kui Buri National Park, Thailand and those left are threatened due to poaching, habitat loss and fragmentation.

- **Marine Turtle**

Marine Turtles often mistake rubbish like plastic bags, and balloons for food, often with fatal consequences. This has led to a dramatic reduction in turtle numbers.



Photo: Paul Fahy

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YOU CAN HELP US

Imagine a shared future, where wildlife and people don't just live together, they thrive together.

With your support we can breed threatened species, carry on our vital scientific research and support conservation programs across the globe.



GET STARTED

This guide is full of fundraising information and ideas to help you get started on your fundraising journey. We also have a wonderful Fundraising Events team here at Taronga who are here to support you every step of the way. Good luck and thank you for choosing to fundraise for Taronga.

E events@zoo.nsw.gov.au

T 02 9932 4231

SCHOOL FUNDRAISING

Fundraising at school is a great way to get your class mates and teachers involved in fun activities, all whilst supporting Taronga's vital breeding and conservation programs.

Whether you are a teacher who has a passion for wildlife, and you're wanting to share this passion with your students. Or you're a student who wants to learn more and make a difference to the future of wildlife, there are many ways you can raise money at school and here are some ideas:

- **Animal-themed mufti day**
Why not have students have a day out of uniform, and instead dress up in something animal inspired for a donation.
- **Cake cake cake**
Have a cake bake day and set up a stall at your school, with proceeds going toward a chosen cause or species!
- **Piggyback on an existing event**
Do you have an existing school fete or concert evening coming up? Why not attach some fundraising activities to the event, and inform your donors whilst raising vital funds for wildlife!

INCENTIVES

Please visit the Taronga website taronga.org.au/fundraising or get in touch with our amazing Fundraising team for more ways your school can get involved and raise money for the wild.

We have some great incentives for schools that fundraise certain amounts, and can organise special Zoomobile and keeper visits to your school so both students and teachers can learn more about wildlife and conservation.

It's also very easy to set up your very own online fundraising page class or school page via EverydayHero.

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MEET SOME OF OUR FUNDRAISING SUPERSTARS

Take a look at some of the fantastic ways our passionate Taronga friends have raised vital funds for wildlife.

Beau Booker acts to save Tasmanian Devils

When Beau learnt that the Tasmanian Devil was endangered, it was very important to him, to help save these precious animals. Beau read lots of books at the library about Tassie Devils and learnt more about the Devil Facial Tumour Disease.

Beau decided he wanted to raise money to help save the Tasmanian Devil from extinction. He started by donating his pocket money and birthday money to help. Beau then asked his school friends, teachers, family and some local businesses if they would like to donate to his fundraising. Beau also set up a fundraising stand outside his house and shared all of his knowledge with his donors on the plight of the Tasmanian Devil, and how he hoped to help save them from extinction.

Beau also asked to set up an online donation page to encourage people to donate to Taronga Zoo and help save the Tasmanian Devil.

Beau was asked to present to his entire school assembly about Tasmanian Devils and how he was helping to save the Tasmanian Devils, and he also spoke with the Manly Daily about his efforts.

Altogether, Beau has so far raised over \$900 to the Tassie Devils.

A FEW QUOTES FROM BEAU

"I love nature and I love visiting Taronga Zoo to see the animals, especially the Tassie Devils. I love Tassie Devils because they are stealthy, fast and cute. I would be disappointed and sad if the Tassie Devil was extinct so I decided to help save the Tassie Devil by raising money to donate to the Taronga Zoo Tassie Devil Appeal."



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Cammeraygal High Boys

Ryan, Jack, Eli and Sarosh from Cammeraygal High School chose to help save Marine Turtles after connecting with this cause earlier last year, when they watched a documentary at school about the huge amount of plastic bags in the ocean and how turtles swallow these plastics, thinking they are jellyfish. They learnt about the devastating effects plastic bags have on turtles, clogging up the turtles' digestive system and having fatal effects on these beautiful creatures.

CAMMERAYGAL HIGH

The boys set up a stall at Cammeray public school spring fair and sold a variety of food, drinks and treats to raise money for turtles and encourage their donors to reduce their plastic usage. The most popular were \$1 hot dogs, jelly cups with sour worms, cupcakes and lolly bags. Including donations from their families, the boys raised \$470 for marine turtles!



HOST YOUR OWN EVENT

Whether it's at your home, or in your office, get your friends and colleagues involved to support the wild!

There are many ways you can raise money with your friends and colleagues. Here are some examples to get your creative minds thinking :

- **Hold your own raffle or event**
Have a chat to our amazing Fundraising team about holding your own Fundraising event and raising funds for Taronga. Have a think about what sort of prizes you would like to offer, where you will source the prizes or have a chat to our team about some bespoke event or prize opportunities here at Taronga!
- **Dress up or dress down day**
Work at a school or in an office? Why not take the day off wearing a uniform or corporate attire, and instead dress up in something animal inspired for a donation.
- **Get bakin'**
Appeal to the sweet teeth and have a bake day to sell at school, work or even around the neighbourhood, in return of a donation.
- **Sausage Sizzle**
Sometimes the simple ideas work the best. Throw some snags on the BBQ and invite your friends and family for a sausage sizzle. Put on a good meal in return for some small donations, and maybe hold a couple of raffles while you enjoy the food! Contact your local Bunnings and ask if you can run your Sausage Sizzle from their facility.
- **Shave it**
Take the chop for conservation and share on social media. You will be surprised how much your friends will support you if you just ask!
- **Matched giving**
Many companies have budgets for matching their employees' fundraising efforts. So find out if your employer does Matched Giving. For example for every dollar you raise, they might donate a dollar.

IS IT SAFE & LEGAL?

Fundraising is great fun, but you need to be sure everything you do to raise funds is legal and fits with Taronga's wildlife conservation and preservation objectives.

There are certain rules for holding auctions, raffles and competitions.

If you're organising an event of your own, you may need a licence from your local authority, you will need to think about health and safety issues and insurance.

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COMMUNITY FUNDRAISING *and* RUNNING FOR THE WILD!



One of the easiest ways to fundraise is to take part in a public event and raise funds for Taronga. Choose from inspirational fun runs, ocean swims, bike rides or triathlons.

Team Taronga run proudly in local community events and you can easily be a part of the team. Keep an eye out for more information on upcoming events such as the City2Surf, where you can 'Run for the Wild' and create your own fundraising page to share with your friends and family.

Visit taronga.org.au/fundraising to see the upcoming community events that you can be involved in!

MEET DYLAN ANSELL COLE CLASSIC SWIMMER 2018

"Being able to swim for such an amazing cause as Taronga, make the training leading up to the event and the swim on the day, easy! Knowing that all the money raised from swimming was going to help rehabilitate and rescue marine turtles was truly an overwhelming feeling! Sharing so many of Taronga Zoo's messages and ideas I hope that I was able to not only raise much needed funds for this cause but I hope I was able to educate people along my journey to lower their plastic waste consumption, which will help to minimise plastic from ending up in our oceans!"



TARONGA'S TOP TIPS *for* FUNDRAISING SUCCESS

There is a subtle art to successful fundraising, and by following simple tips, you can go from a beginner fundraiser to a pro before you know it!



Photo: Dean Ingverson

- **Set up your own fundraising page**

Visit the Fundraising for Taronga section of the Taronga website and easily create your own Fundraising page with EverydayHero. Personalise your page and make it your own. Share your story and your passion, tell your supporters WHAT you are doing, WHY you are fundraising for Taronga and WHAT you are hoping to achieve.

- **Share your story**

Let your supporters know WHY you are doing what you are doing. Share your story and your passion. They want to hear it. Let them know that any amount they are able to give will make a difference. Dollar handles are also good to let your supporters know what their \$\$ will support.

- **Keep it simple**

The best fundraising projects are the simplest. Be realistic and cost out your event carefully.

- **Have a goal, share your goal**

setting a fundraising goal keeps you motivated, and lets your supporters know what you want to achieve and that you need their support to do this!

- **Tell us about it!**

The Taronga Fundraising Events team are here to support you in every way possible. We have plenty of materials, powerful and inspiring images and information we are always willing to share to help support your messages and help you succeed on your fundraising journey.

- **Spread the word**

Tell your friends, your family and your work colleagues. Share your fundraising page on social media, and ask your friends to share your page as well. Every share helps. Also, don't forget that while social media is a great tool, email is still very effective! People are more likely to give to you when you ask them personally, via email.

- **Thank your donors**

A simple thank you can go a long way. Let your donors know that their donation has been received and is greatly appreciated. When you know how much you have raised and how this money will be helping your amazing cause, share this with your donors so they know what a valuable contribution they have made.

THANK YOU!

Your invaluable support will make a real difference to the future for wildlife!