

# Volunteer Guide 4

## Raising funds for bumblebee conservation

---

Thank you for volunteering your time to help us raise money to support Britain's bumblebees.



We hope that this guide provides you with lots of ideas and inspiration to make your fundraising on behalf of the Bumblebee Conservation Trust fun and successful. With your help we can continue to put more of the flowers that bumblebees need back into Britain's landscape.

# How we spend the money that you are helping us raise

---

As a small charity, we rely on the generosity of individuals to support our work for Britain's bumblebees. We are careful how we spend the donations we receive. Here are some examples:

---

**£25** Buys 500g of **wildflower seeds** to create 100m<sup>2</sup> of wildlife habitats – about the size of an average living room.

---

**£50** Helps towards the production of **land management factsheets**. These advise land managers on ways to improve their land for wild pollinators.

---

**£100** Pays for a bumblebee **educational presentation** and activity session at a primary school.

---

**£250** Covers the cost of a **seed vacuum** to harvest local seed for transplanting in a nearby field.

---

**£550** Helps towards local sourcing of **'Green Hay'** which can be spread on a nearby field and has the advantages of providing fresh, native, species-rich wildflower seeds.

---

**£1,000** For two **bumblebee identification training days** for volunteers so that we can better understand where the bumblebees are (and where they are not!)

---

For more details about our projects and conservation and outreach work, please visit [www.bumblebeeconservation.org](http://www.bumblebeeconservation.org)

# Fundraising ideas

Here's a list of fun fundraising ideas that have worked for some of our volunteers in the past. Please feel free to come up with your own activities and let us know how you get on!

## Get fit

If your New Year's resolution is to get fit why not sign up to a local running race, bike ride, swim-a-thon or make up your own sporting challenge? You could even dress up as a bumblebee for your big day. Register your event on [www.justgiving.com](http://www.justgiving.com) and use a sponsorship form to gather support.

## Host a book, cake or jam sale

Ask friends to donate pre-loved books and then host a sale. You could combine this with a cake sale. A good book and a piece of delicious home baking – what could be better? You could spice it up by offering a prize for tastiest or best decorated cake! Or sell some homemade jam, made from the delicious berries that bumblebees help to pollinate.



## St Bees to Robin Hood's Bay

“Raising funds for charities is not always easy as there are so many around and fundraisers always seem to come asking for money at the same time. However, there are not so many asking for bees and so it became relatively easy acquiring funds especially when we took on our own fundraising idea to cycle from the aptly named town of St Bees to Robin Hood's Bay. 210 miles of fun covered on our mountain bikes seemed like a good way to raise sponsorship.”

**Mike Jarmey and friends**

## Show off your green fingers

---

Many of our members have beautiful gardens bursting with flowers (and bumblebees). Why not open yours up for a day so that others can admire. You could charge a small entrance fee or grow your own bee-friendly plants from seed, cuttings or by splitting plants and then sell the plants at your event.

## Free lunching

---

The average person spends £3.33 on lunch each day. Why not challenge your work colleagues to bring leftovers for lunch one day and ask them to donate that money instead?



## Garage/car boot/jumble sale

---

Why not hunt through all of those cupboards, shelves and dusty corners and find things that you no longer have a use for? All of those toys, games and knick-knacks. Everyone loves to rummage around, and someone could give them a good home.

## Swishing party

---

Invite your friends over for a fun night of clothes swapping! Each person makes a donation to attend and brings something from their wardrobe in good condition that they are happy to pass on to a friend. It's a great way to update your wardrobe without spending money, have a fun night catching up with friends and raise money for a good cause.



## Quiz night

---

Run a quiz night for family and friends and charge each team to enter. If you've got lots of friends why not ask your local pub if they'd be willing to host the event. If they already have a quiz night, you could always ask them if they would be willing to donate the profits one week.

**\$#%@!**

Create a swear box and collect a £1 fee for every naughty word uttered!

## Dress down day

---

Hold a no-uniform or dress down day at school or work and ask people to donate £1.

## Wine tasting evening

---

What a fantastic way to spend an evening! Why not ask your local supermarket or wine merchant to donate a bottle or two. You can challenge your guests by asking them to guess the grape, country or aroma – the winner gets to take the rest of the bottle home (if there's any left) or a wine gift voucher.

## Collections

---

Please contact us if you would like to organise a public collection. You will need to apply for a licence through your local authority.



# Planning and promotion

---

To help get you started, here are some details that you will need to consider when you plan your fundraising.

**What:** choose the activity or event that best suits your interests, time and goals.

**When:** be sure to give yourself enough time to plan or train for your big day.

**Who:** consider who might like to attend or sponsor you and how best to invite them to get involved (email, social media, posters).

**Where:** how much space do you need for your event? Is there a local business that could help by hosting?

**How much:** set a realistic income target for your fundraising, making sure that you cover all of your own costs.



## Creating a buzz!

Once you have decided what it is that you would like to do, you will need to let people know about your event:

- Use social media like Facebook, Twitter, YouTube or a blog to tell people about your event and the cause. We might be able to post something on our Facebook page too!
- Create a page on **justgiving.com** so that supporting and promoting your cause is even easier for your friends and family. You can pop a link to your justgiving fundraising page onto Facebook posts.
- For bake sales and open garden days, put signs up in your community. Local convenience shops and libraries usually have community notice boards.



- Most local businesses like to support their community. You could ask them for prizes or to donate the venue space for your event. They might even help you promote and decorate.
- Let your local press know about your activity. They might even print a small article about it if you send in photos and a story. Don't forget to include our website address in your article so people can see who you are raising money for.
- Let people know why you're doing it. Don't forget to explain to people why you are fundraising. It's a great opportunity to raise awareness about the plight of the bumblebee and get more people involved in conserving them.
- If you are organising a sponsored event, encourage people to tick the Gift Aid box. This allows us to claim tax back on donations. Visit the HMRC website for the most recent gift aid declaration form.



### Coast to coast

---

The Aalto Family completed a 13-day, 200-mile journey from coast to coast and raised money for Bumblebee Conservation Trust along the way. This photo shows them on a footpath east of Kirkby Stephens on a 16-mile day. The main reason for the walk was to help August (15), Tess (12) and Stellan (9), learn the importance of charity, constancy, and cooperation.

.....  
*“By everyone doing a little – each step of the walk, for a cause that is important to us – an awful lot can get done.”*

**Kathryn Aalto**  
 .....

## Safety and legalities

---

We really appreciate your support. Please see some safety considerations below.

- **First aid** – ensure you have adequate cover for your event.
- **Food** – visit [www.food.gov.uk](http://www.food.gov.uk) for training videos and tips on safe food handling.
- **Licences** – check with your local authority whether you need to obtain any special licences: public entertainment, collections, alcohol.
- **Risk assessments** – give thought to the possible hazards and risks that could be associated with your activity. Record these on a risk assessment and decide how you can avoid or manage them.

## Next steps?

---

Thank you again for helping to raise funds for our work. We would love to hear about your event, so drop us an email with your stories and photos.

## Other guides in this range

---

**Guide 1** Volunteering ideas and processes

---

**Guide 2** How to plan and host a bumblebee themed exhibit

---

**Guide 3** How to plan and deliver a bumblebee safari

---

## Get in touch

---

**Phone** 01786 467 818

---

**Email** [volunteering@bumblebeeconservation.org](mailto:volunteering@bumblebeeconservation.org)

---

**Web** [bumblebeeconservation.org](http://bumblebeeconservation.org)

---



**Scottish Natural Heritage**

All of nature for all of Scotland



Supported by

**The National Lottery**<sup>®</sup>

through the Heritage Lottery Fund



With the support of  
**The Redwing Trust**