



Message from the Trust

7th June 2010

Thank you for your interest in becoming a PAW Fundraising Ambassador. We know that organising a fundraising event can be a daunting task, so we have created the Ambassador's Pack to help you fundraise for PAW and raise awareness about the work we carry out at Mwabvi Wildlife Reserve.

In this pack, we have included information about what being a Fundraising Ambassador involves and resources to help you along way.

In advance, thank you for your time and effort; we really appreciate what you do to help us preserve a piece of African Wilderness and help the people who live around it.

What is a Fundraising Ambassador?

A PAW Fundraising Ambassador is someone representing the charity and the work we do in Malawi by taking time to fundraise and raise awareness about the Reserve.

Typically, a Fundraising Ambassador will get their friends, colleagues and/or family involved in running a fundraising event of any size. They might also give a presentation at a local school or their workplace, or encourage people to give regularly to PAW. However, you are not limited to these ideas; use your imagination to raise money and awareness because we want you to have fun as well.

If those options sound appealing to you, we've included some tools and ideas we hope you'll find useful.

PAW: Who We Are & What We Do

The Project African Wilderness team consists of Africans and Europeans working hard to save the Mwabvi Wildlife Reserve, one of nine of Malawi's National Parks and Reserves and part of the natural wilderness in sub Saharan Africa. Alongside this, we are developing small scale eco-tourism and a big community development programme.

In the UK, we are a registered charity that fundraises, promotes and educates in conservation. We operate mostly with unpaid professional staff and are supported by a regeneration company, arc⁴, who provide part-time admin, an office base and equipment. In Malawi, we have a registered not-for-profit limited company called the Mwabvi Wildlife and Community Trust (MWCT). This organisation is our delivery partner on the ground, together we employ 57 staff members at our base at Chipembere Camp, Chimphanga village, near Mwabvi Wildlife Reserve.

PAW has signed a long-term agreement with the Government of Malawi (GoM) to take on the conservation and eco-tourism development of the Mwabvi Wildlife Reserve. This is part of the Government's plan to introduce partnerships in each of their parks to provide funding and promote tourism. PAW and the MWCT carry out conservation and development work in and around Mwabvi Wildlife Reserve. MWCT work hand in hand with the Department of National Parks Wildlife team on anti-poaching and access control.

The core of our work is our conservation work at Mwabvi. Our long term plans include:

- Basic infrastructure work to maintain the roads to and within the Reserve. We are already putting in game viewing roads and trails, signposts and information boards.
- Fire prevention and protection measures linked to access roads.
- Fencing the whole of the Reserve to protect villagers whose land abuts the Reserve.
- Restocking the Reserve with indigenous mammals.
- Providing permanent water supplies for animals and people.
- Developing information booklets and maps for visitors and students.

Our plans for development within Mwabvi Wildlife Reserve help protect it and provide income to help our work. We have already:

- Created a high quality campsite at Migudu and a small permanent lodge at Mwabvi Gorge
- Built a permanent water hole and several game viewing hides.
- Set up a conservation training and volunteering programme at Chipembere Camp, our base outside Mwabvi Wildlife Reserve.

The Traditional Authorities and local people are keen to see us succeed and bring in social and economic benefits. They work with us through MWCT on a range of projects, from vegetable gardens to training and lodge management.

Ideas for Raising Funds & Awareness

We know that organising a fundraising event sounds like a stressful and daunting task, so here are some ideas from people who have organised events for Paw in the past, and had fun doing it! The best ideas we've had are the simple ones that involve the people and places you know.

Do something scary

Ben Johnson jumped out of an airplane at 15,000 feet, all in the cause of PAW. When he couldn't find a brave colleague to join him, he persuaded his brother to do the jump with him. **Ben raised over £500 from friends, family and colleagues.**



Sell something

Muriel Cameron made things to sell in a fair trade shop, from lavender bags to cuddly rhinos, on our behalf. She raised almost £1000.

Each year, Julie Howlett organises a table top sale in the village in Norfolk where she lives. Thanks to her energy and the enthusiasm of the local people, she raised just over £1000 in 2009.

Hold a party

Helen Brzozowski hosted a Garden Party for PAW. There was a raffle, a competition to guess the number of miles around the Reserve, handmade goods, and fabrics from Malawi for sale. She raised £800.

Do something at work

Guinness NCHA Partnership took part in the Virtual Tour de France earlier this year to raise money for PAW. Staff and colleagues were matched with the real teams and riders and riders during the Tour de France. The Guinness NCHA Partnership raised over £1000.

Aideen Mullan persuaded colleagues to bake cakes and raised £140.



Do something at school

After learning about Africa, a year 4 class at Ulverley School held a bring-and-buy and bake sale to raise funds for PAW. They raised £115.

Some other ideas we've heard of include:

- Talking to people about Project African Wilderness; your enthusiasm can rub off on others.
- Hold a coffee morning, dinner party or other social event for your friends and family.
- Get your local pub, club or community night to hold a quiz night.
- Encourage people from your workplace to be an Ambassador and hold a sponsored walk, run, cycling ride, or hike, which doesn't require much organisation.
- Hold a car boot sale or an E-bay auction.
- Ask us for a collection box that you can put on your desk at work or in a shop.



When you have decided how you are going to raise funds, set yourself a target amount and advertise in your local newspaper or put out posters. Recruit your family and friends to help you organise the event, which will make it less stressful and more fun.

Some Tools to help you Raise Funds

PAW has an account with JustGiving. This means that you can create an online sponsorship page for any event you wish to run. Send your page to people asking them to donate and sponsor you with their Credit or Debit card.

All you have to do is go to <http://www.justgiving.com/paw/> and select 'Raise Money' to set up your fundraising page. They give you help and ideas as well.

If you're feeling adventurous but don't want to organise something yourself, PAW is also registered with Charity Challenge, which is the UK's leading adventure travel company. They specialise in the organisation, leadership and administration of fundraising expeditions. All you have to do is raise the sponsorship money for PAW. Go to www.charitychallenge.com.

If you prefer paper, we have also included some paper sponsorship forms you can use to raise money.

Tips on running a successful event

A fundraising event can be as big or small as you want, but big doesn't always mean better. If you choose to run an event, please consider the following:

How much time and money are you willing to put in? Is this feasible for your event?

If you have to rent a venue for an event or are buying food for a garden party, consider how much money you plan to spend and how much you plan on getting from the event. If plan on using the money you make at the event to cover the costs and donate the rest, think about how much you'll make and whether this is enough. Also think about whether the amount you make, or hope to make, will make the time you've put into organising the event worth it.

Consider how much time and what resources you have to plan an event. It requires less time and resources to organise a party at your house inviting your friends and family or a baking cupcakes to sell at your work than organising a party that requires a venue and possibly publicity.

Where will the event be and who will go?

Don't just think about the venue, but will you be holding the event locally or somewhere else?

If you've decided to hold an event somewhere other than your hometown, please consider this – some people may not be able to get to your event or be willing to travel. If it's an open event, it might be hard to get people you don't know to attend, and you will have to think about publicity.

Who are you going to invite?

If you can't think of a handful of people that would attend your event, think about whether an event is the best way for you to raise money. Think about whether more people would attend if you changed the theme, the location and/or the time. You may find that you could get a better turn out holding a family friendly BBQ at your house on a Saturday afternoon than a quiz night at your local pub on a Wednesday evening.

Fundraising Legalities

Charity fundraising is regulated by law, so please make sure your fundraising event is legal. Please check the points below which outline procedures you need to follow.

Public Collections

To collect in a public place or on the street, you will need to obtain a license from your local council. The council will give you the regulations for collecting when you apply. You should try to get permission for a public collection well in advance as this is a popular method of fundraising. As PAW is a charity, there should be no charge.

Lotteries & Raffles

Lotteries and raffles are games based on chance or random selections, where players buy, or are given, chances and prizes are distributed according to lots drawn. Licences for some types of lotteries must be obtained from the Gambling Commission or local authority; however, two types of lotteries are exempt from licences, *Incidental, non-commercial lotteries* and *Private Lotteries*.

Events

Ensure that your event is organised efficiently and safely. We cannot accept any responsibility for your event nor for anyone who participates in it.

- You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk).
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.
- Ensure that your event is properly and adequately supervised. Where children are included, this includes:
 - Providing proper adult supervision
 - Checking that the child's parents/guardians have given their permission for their child to take part
 - Carrying out appropriate background checks if adults are to have unsupervised access to children.
- Consider what insurance cover you need for your event.
- Check whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.

Collecting Gift Aid

Gift Aid is a way for charities to claim tax back for donations made to them by UK taxpayers; therefore, *you must pay taxes in the UK to be able to give gift aid*. When you choose to add gift aid to your donation, PAW receives an extra 28% of that donation back from the government.

Gift Aid is based on the original donation and you shouldn't sign a gift aid form yourself for any money you have not directly donated. If you would like Project African Wilderness to receive gift aid from your event, you should have each person that donates complete a gift aid form for their own donations and return all the forms back to PAW.

Fundraising Materials

All of your fundraising should make it clear that you are fundraising in our aid but that you do not represent the charity.

If you are planning to produce any materials for your event, please contact us before they are printed as we will need to approve a copy. When producing information, it is important to state how much money will be going to the charity; if all proceeds will go to PAW, written materials will need to state the event is being organised "in aid of Project African Wilderness." If part of the proceeds is going to PAW, you will need to state exactly how much is going to the charity, for example, "for every ticket sold, £1 will go to PAW".



It is also required by law to include our registered charity information on all printed materials. This refers to the full charity name, address, and registered charity number. These are:

Project African Wilderness Trust (charity reg. No 1108662)
Raven House
113 Fairfield Street
Manchester, M12 6EL

Further Guidance

Please refer to the Institute of Fundraising for more in-depth information on fundraising laws and regulations (<http://www.institute-of-fundraising.org.uk/>)

Have Questions?

Do you still have questions about what it takes to be a PAW Fundraising Ambassador? Here are the answers to some frequently asked questions.

How long do I have to be a Fundraising Ambassador?

You can be an Ambassador for as long as you like. We appreciate any work you do for us, and while we would like to have a relationship with you for a long time, ultimately, you decide how long and how involved you want to be with PAW.

Is there a minimum amount I must raise?

There is no minimum amount you must raise; we are grateful for whatever you raise.

How do I give the money I raise to PAW?

You can give the money you raise to PAW online, through the post, or directly into our bank account.

You can donate online at <http://www.justgiving.com/pawt/donate> with a Credit or Debit card. We would also appreciate it if you could return a copy of the Ambassador Return Form by e-mail or through the post for our own records. You can also direct people who want to give generally to this address for donations.

You can donate through the post by using the Ambassador Return Form. Just fill it in and send a cheque to:

Project African Wilderness, Raven House, 113 Fairfield Street, Manchester M12 6EL

You can donate directly into our bank account:

The PAW Trust
HSBC King St Manchester
Sort code 40-31-24
Acc number 32185016

How can I make the most of the money I give?

If you pay taxes in the UK, PAW can reclaim an extra 28% of the money given through a government scheme called Gift Aid. There is no extra cost to the person who donated money. If a donation is made online, simply tick the Gift Aid box when giving a donation. If you are running an event, we have included a Gift Aid form for you to return to us in order to claim Gift Aid.

Is there anything I cannot do?

PAW does not endorse any event that is illegal, dangerous, offensive, or against our standards in anyway.



Does PAW cover Insurance or Legal Cover for events I run?

Since PAW is not running the event(s) you organise, you will not legally be covered by PAW. You are taking personal responsibility and liability for your own involvement and should seek relevant permissions for the event you are running.

How do I contact you with more questions?

If your question wasn't answered here, please feel free to contact us at pawadmin@projectafricanwilderness.org or call us on 0161 272 8372.

Useful Facts about Our Work

Long-Term Objectives

Mwabvi is a small and beautiful Reserve, only 135 km² with over 60,000 people living close to its boundaries in what is a remote part of southern Africa. Mwabvi is very fragile and has lost most of the animals that were once native to the region; therefore, our long-term objective is to protect the physical wilderness and to repopulate Mwabvi with the animals that used to live there, like Black Rhino and Elephant. But before we can bring in big game animals like the Black Rhino, we need a fence to protect the wilderness, the animals and the people living around the Reserve.

Another way we are helping to protect Mwabvi is through the support and involvement of the local community. We hope to achieve long-term sustainability by educating the local and global communities about the reserve and conservation, and by providing the local people immediate benefits. The Traditional Authority structure is very important to us, the Group Village Headman and Village Headmen near our base have been very supportive and we respect their traditional decision making processes. We are therefore working with the local people, and in exchange for their support we are developing their involvement in a range of projects that create sustainable agricultural and business/employment opportunities.

Ongoing Projects

- Providing Water, Preventing Fires

If we can create permanent water supplies for animals, improve water supplies for people and build better access into the reserve, we can save animals, tackle fires much faster and prevent loss of the ancient trees, reduce animal and wood poaching, save the women and children from long walks for water, prevent disease from unclean water.

- Transport

We are certain that conservation is as much about construction, maintenance and transport as it is about education and research. And for these we need a heavy duty vehicle that can go anywhere. With another Land Rover we can:

- catch the poachers
- transport baobab and acacia seedlings from our nursery to the reserve in larger quantities
- transport the workers into the reserve to construct the new access roads, the animal sanctuary and lodge
- transport water in 40 gallon drums to workers during the day (35 deg C regularly!).

We would also be able to give lifts to the villagers when we're going into town for supplies, drop off children at the school and catch up with their environmental education or the wildlife clubs, and generally be good neighbours.



- The Big Fence

We need to build 100 km of elephant proof fence around the reserve, with solar electrics and 6 permanent maintenance stations around it to protect the animal populations and prevent poaching. More importantly, we need the fence so that we can reintroduce big game like the Black Rhino that used to live here. We can't fully restore and secure the survival of Mwabvi without a fence to go around the Reserve.

Check the website to keep up-to-date with our work.



Fundraising Ambassador Return Form

Ambassador Details

Name:

Address:

E-mail:

Phone Number:

Details of Event

Name

What did you do?

How did it go?

Details of Money Raised

How much did you raise?

Money Deposited Online? Yes/No (Delete as Appropriate)

Money Enclosed with Form? Yes/No (Delete as Appropriate)



Gift Aid Declaration

Sheet Number:

Name:	Amount:
Address:	Postcode:
I wish to Gift Aid all donations received by Project African Wilderness from the date of this declaration until I notify them otherwise.	
Signed _____	Date _____
NB: 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.	
Name:	Amount:
Address:	Postcode:
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