



FUNDRAISING GUIDE

Growing greener, healthier, happier
towns and cities



YOU'RE TREE-MENDOUS

Thank you so much for choosing to fundraise for Trees for Cities - your support means so much and will have an amazing impact on urban communities and the planet.

Right now, 80% of people in the UK live in towns and cities, yet many urban areas do not meet the minimum recommended level of tree cover. This means people across the UK are missing out on the wonderful benefits trees bring. But thanks to people like you, together we can make a difference and grow greener, healthier, happier towns and cities.

**“ YOU'RE HELPING TO PLANT TREES WHERE THEY'RE NEEDED MOST,
FOR TODAY AND GENERATIONS TO COME. ”**

Thank you once again, and all the best for your fundraising!

Kate Sheldon
CEO, Trees for Cities





OUR IMPACT

SINCE 1993 WE'VE BEEN GETTING STUCK IN , WORKING WITH COMMUNITIES TO GROW GREENER TOWNS AND CITIES, INCLUDING...



PLANTING OVER 1,873,511 URBAN TREES



...WITH 116,772 TREES PLANTED LAST YEAR ALONE



THANKS TO OVER 200,000 VOLUNTEERS

By planting thousands of urban trees each year, we are building resilience against threats facing the natural environment, and bringing the benefits of trees to more people than ever.

Through our school projects, we're giving thousands of children in urban environments access to trees and green space, helping them to learn about nature, where their food comes from, and how to live healthier lives.

Psst... don't forget to tell people about our impact!

WHERE TO START

DON'T BE PUT OFF BY THE IDEA OF FUNDRAISING - WE'RE HERE TO HELP YOU EVERY STEP OF THE WAY! SO, FOR STARTERS...

WHAT IS IT?

What fundraising are you planning to do? Do something that you enjoy doing and that is realistic to pull off. If you're stuck for ideas, check out our A-Z on the next page for some inspiration.

WHEN AND WHERE WILL IT BE?

When are you planning to hold it? How long will it last? Does it clash with anything else happening or any public holidays? Is the location suitable? Does the space have liability insurance?

These are all questions you need to ask yourself before you can start putting the fun into your fundraising, so be sure to get the finer details sorted.

WHO IS IT FOR?

Decide who you want to be at your event, and try and think of ways to get people excited about it. If it's all inclusive, then invite everyone! Your friends, your family, your colleagues, and everyone on your social networks could potentially come along - it's up to you to spread the word.

AND MOST IMPORTANTLY, WHY ARE YOU DOING IT?

We love trees, and we know you do too. So spread that passion when you talk to people about your fundraising activity, and they'll naturally want to know more!

A-Z OF IDEAS

If you'd like to take on a physical challenge, we've partnered with **Run for Charity** who have 100s of events to choose from across the UK. Simply find the event you'd like to participate in, select Trees for Cities as your chosen charity, and get fundraising (and training!). If you don't fancy donning lycra, there are plenty of fun ways you can raise money:

A bseiling

B ake sale

C offee morning

D isco

E gg hunt

F ancy dress

G arden party

H ead shave

I ndoor games night

J umble sale

K araoke

L ine dancing

M ovie night

N ighttime walk

O ffice olympics

P ancake race

Q uiz night

R estaurant night

S hopping packer

T ree ID challenge

U nwanted present sale

V ariety night

W axing

X Factor competition

Y OLO challenge

Z ero waste day



YOUR IMPACT

WE BELIEVE EVERYONE SHOULD HAVE ACCESS TO TREES AND NATURE. TO MAKE THIS VISION A REALITY WE NEED TO PLANT MORE TREES, AND WE CAN'T DO THAT WITHOUT **YOU**



£200

is enough to plant, maintain and fully establish a brand new street tree for an entire year



£600

could help us plant and maintain 100 saplings in one of our UK urban woodland programmes for three years



£1,000

can help us plant healthy air and transform a grey, concrete school ground into a vibrant space packed full of nature



DONATIONS

ONLINE FUNDRAISING

The easiest way to take donations and keep track of funds raised is to set up a fundraising page on JustGiving.com.

Simply head to [justgiving.com/treesforcities](https://www.justgiving.com/treesforcities), click the 'Fundraise for us' button and follow the instructions. JustGiving will take care of all the admin and make sure we receive the funds - yay!



OFFLINE DONATIONS

To pay any offline donations you receive to us, you can do one of two things - donate online via our website, or send us a cheque:

TO DONATE ONLINE

1. Deposit the cash into your bank account
2. Visit [treesforcities.org/get-involved/donate](https://www.treesforcities.org/get-involved/donate)
3. Fill out our donate form and tell us about your event in the Comments box

TO SEND US A CHEQUE

1. Deposit the cash into your bank account
2. Write a cheque made payable to Trees for Cities
3. Send it to:
Trees for Cities,
Blue Star House,
234-244 Stockwell Rd,
London SW9 9SP

IMPORTANT: NEVER SEND PHYSICAL CASH IN THE POST



TOP TIPS

SPREAD THE WORD

Once you've set your page up, shout about it everywhere! Put posts up on Facebook and Instagram - even LinkedIn if you feel like it! A simple post with a JustGiving page link will normally result in more people donating, which is never a bad thing!

If you put in the effort to contact as many people as you can directly, that will also pay off - you can never tell enough people about fundraising!

LET US KNOW!

Let us know what you're planning to do and how much you'd like to raise. We can help you achieve your goal too by sharing your story with everyone we know, or if you'd prefer, by sending you informational leaflets and sharing your success on our social media.

Whatever you need, we're here to help!

USE LOCAL MEDIA

Get in touch with your local paper and radio station to see if they will run a piece on your event - this is normally free of charge and could reach potentially thousands of people! Wouldn't that be magical?

AT WORK

As well as getting your colleagues to donate, will your company match any donations you raise? Some companies do this and it's a great way to double your workplace fundraising. The worst they can do is say no, so it's worth asking!

If you can as well, add a link to your fundraising page onto your work email signature - your page will reach so many more people this way.

If you're stuck for ideas, email us at supportercare@treesforcities.org or call us on 020 7587 1320 and we'll be more than happy to help!

MAKE IT GREEN

YOU CAN MAKE YOUR FUNDRAISING AND EVENTS AS GREEN AS POSSIBLE, SO HERE ARE OUR TOP TIPS...



- Choose a location that is accessible by **public transport** and encourage people to use it - the less people have to drive, the smaller the carbon footprint.
- Using as little **paper** as possible is the best way to offset your fundraising's environmental impact. If you need to use paper, try to print on recycled stock.
- Try to keep **waste** to a minimum - avoid paper and plastic plates, cutlery, and cups, and encourage guests to take uneaten food home with them.
- If you can, use **locally-sourced** and/or sustainably-produced food. You can also ask local shops for donations of produce that they're not going to sell.
- Make sure you actively encourage **recycling** at your events. Ask venues in advance about their recycling facilities, and bring your own recycling bags if necessary.
- If your event is outdoors, **leave the area as you found it** - try not to damage the land you're using - make sure that everyone clears their rubbish.





THE (AR)BORING STUFF

THIS MAY NOT BE THE MOST INTERESTING PAGE OF THE GUIDE, BUT IT IS IMPORTANT SO PLEASE READ CAREFULLY

- Please make sure you write that you're fundraising "in aid of" (not "on behalf of") Trees for Cities, and include our registered charity number, 1032154. We're happy to look over any materials you produce yourselves if you'd like us to!
- Certain activities, such as the sale of alcohol, require a license. We strongly recommend checking whether your planned fundraising activity requires a licence and that you have adequate insurance.
- There are a few rules around running raffles and lotteries - you should make sure that:
 - tickets are only sold at the event (not online or in advance),
 - you do not spend more than £500 of event proceeds on prizes,
 - there are no cash prizes.
- If you plan on running a raffle or a lottery over an extended period of time, you will need to obtain a gambling license from your local authority.
- The advice given here is intended to provide general guidance only, Trees for Cities cannot accept liability for anything that happens at your events. If you have any questions about your fundraising or an event please don't hesitate to contact us by email at supportercare@treesforcities.org or by calling 020 7587 1320

THANK YOU - YOU'RE ASH-STOUNDING

By supporting Trees for Cities, you are supporting the only UK charity that works at a national and international scale to improve lives by creating greener cities. To find out more about our work, visit treesforcities.org

Remember, you're not on your own - we are on-hand to help you with your fundraising and to help you reach your targets. If you do ever need us, you can email supportercare@treesforcities.org, or call 020 7587 1320

You can also find us on social media too if you'd prefer to chat with us that way - check out our pages below (and give us a follow too!)



[@treesforcities](https://www.instagram.com/treesforcities)



[@treesforcities](https://www.facebook.com/treesforcities)



[@treesforcities](https://www.linkedin.com/company/treesforcities)

**AND THERE YOU HAVE IT! YOU'RE READY TO 'BRANCH OUT' INTO
THE WORLD OF FUNDRAISING! THANK YOU FOR YOUR SUPPORT**



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity Number: 1032154



**TREES
FOR CITIES**