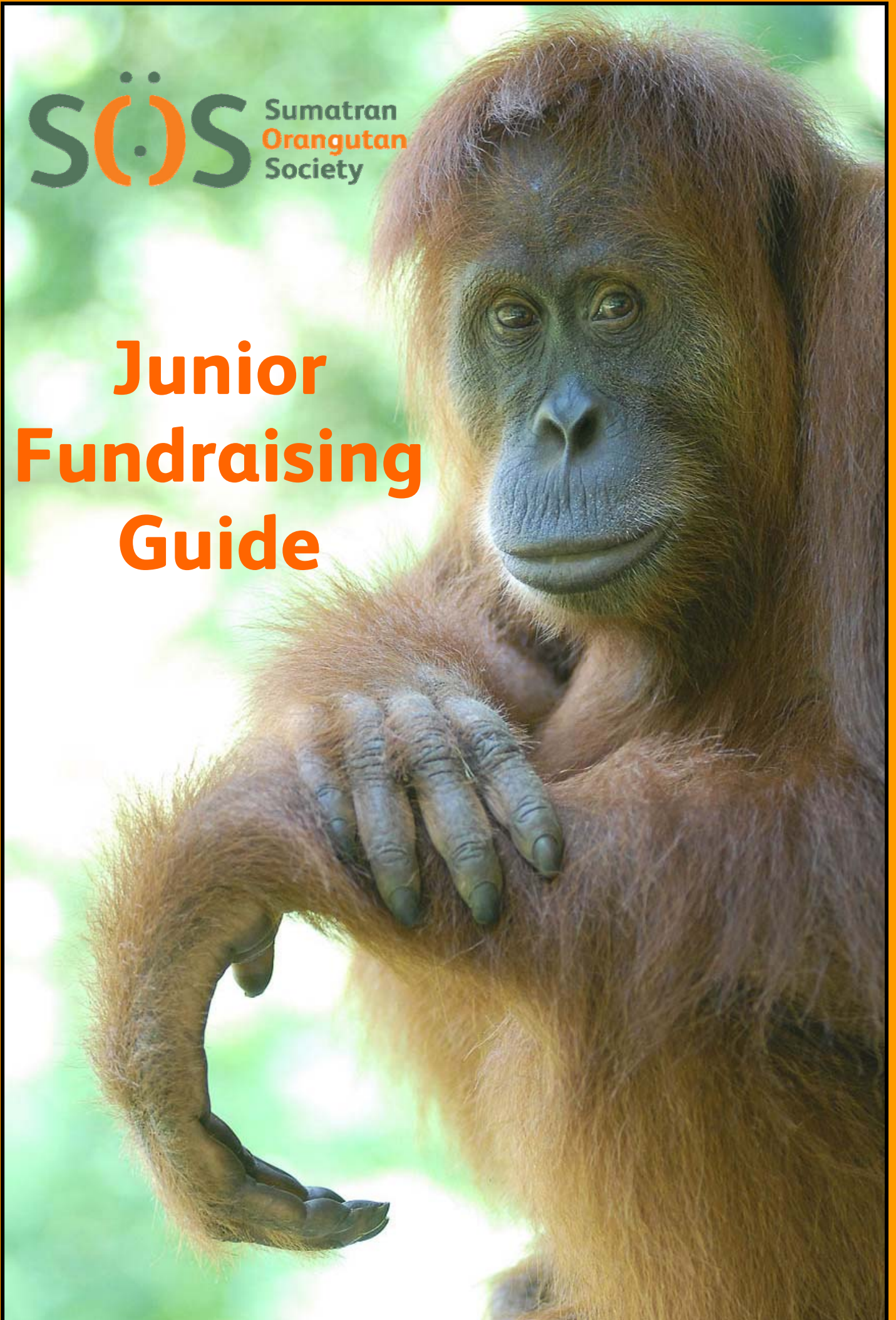




# Junior Fundraising Guide



# Hello, and thanks for choosing SOS!

We are really happy to hear that you want to raise some money and support our work to save the orangutans in Sumatra.

Here at the Sumatran Orangutan Society (SOS) we work really hard to save the Sumatran orangutan and make sure their forest homes are safe. The money YOU raise makes a real difference for the work we can do for the orangutan, and you are playing a really big part in the struggle to keep these amazing animals alive.

## The money you raise will help us:

- Ensure that the 6,700 Sumatran orangutans left in the world stay alive;
- Stop illegal logging of the rainforest ;
- Work towards all [Palm Oil](#) plantations being sustainable and not harming the rainforest, the orangutan or other wildlife;
- Plant tree seedlings in damaged areas of the Sumatran rainforest (including the Gunung Leuser National Park);
- Travel to schools in Sumatra educating the children who live next to the orangutans' jungle home;
- Educate local people and forest guides living alongside the orangutans;
- Shout loudly and tell people around the world what is going on;
- Work with other organisations, businesses and people who want to achieve all the things mentioned above.

We think it is really important that everyone learns about what is going on with the orangutans, so now that you have found out about what we do you can get started spreading the word and fundraising.

**Remember the activity you organise doesn't have to be big, clever, or wacky... it just needs to raise money and spread awareness!**





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# How people like you have helped!



**UK:** Years 2 & 3 pupils at Wylie Valley School raised over £200 by having an “Orange Day” at school, baking cakes, and putting on an orangutan art exhibition.

**BALI:** Hannah Bywater, aged 7 from Canada, sold hand carved turtles made from locally harvested wood to raise funds for SOS. Thanks to Hannah’s hard work we’ve been able to plant 75 rainforest trees, to help restore orangutan habitat in degraded areas of the Gunung Leuser National Park in Sumatra.

**USA:** Cedar Class at the Woodinville Montessori School in Washington raised over \$1,500 for SOS at Orangutan Day at the school! They set to work educating the rest of the school about the plight of Sumatra’s forests, followed by a lesson in orangutan campaigning, writing letters to urge companies to use sustainably grown palm oil. They raised funds by designing and selling orangutan t-shirts, bracelets and cookies to their fellow students and their families. Their donation is being used to provide copies of our new “Friend of the Forest” book for children in Sumatra, who are also learning about orangutan conservation.

**AUSTRALIA:** Roshan and Nalin Chandran completed the 60km Jatbula Walk in the Northern Territory, raising over \$700 to support SOS. This is an amazing feat considering the boys are only 6 years old – park rangers said that they were the youngest children ever to complete the walk!



# Fundraising Ideas

## Think differently

Raising money for SOS should be fun and doesn't need to take up too much of your time. We have put together this pack full of ideas to get you thinking about fundraising events and activities that you could easily do, perhaps with a little help from family members or friends.

A small amount of money can make a big difference, for instance just £1 lets us plant a new tree in Sumatra! How amazing is that?

## Bake a cake

Test your culinary skills and bake a cake or cookies to sell. Why not bake using unusual ingredients and dare people to buy them? What about a chilli chocolate cake or a beetroot cake? Keep in mind that it may be a smart idea to have some more old-fashioned cakes for sale as well just in case the chilli flavour doesn't turn out too popular with your friends.

**We have gathered a few recipes for you to get started with; you could also ask your family members if they have any suggestions – see the end of this fundraising pack for recipes.** Remember to ask an adult for help and permission before you start baking; have fun!



## Guess how many...

Play the 'guess how many marbles in the jar' game. It doesn't have to be marbles though; anything in a similar size will do. Remember to count them first; we always count twice, just to be on the safe side. Ask people to make a donation to make a guess, and give the winner a prize – maybe a homemade cake!

## Have an Orange Day

Why not hold a sponsored Orange Day? You could ask your teacher if it is possible to do this at school, if not you can always arrange an Orange Evening or Orange Saturday/Sunday. As you are the host, you could even get an orangutan costume and dress up. You could make masks using

recycled paper, or arrange an orange fashion show and charge an entrance fee.

## Use your imagination!

If you ask around, you might discover that friends and family have secret skills! Maybe they can juggle, teach salsa dancing, paint Henna tattoos, sing a song backwards, line dance or even break dance. Find out about their secret skills and auction off their talents or organise a talent show and charge an entry fee. If this isn't enough, why not use your own skills to raise money – try organising a gift wrapping service or maybe offering a car washing or shoe cleaning service in your local area. The ideas are endless... Just use your imagination!

## Other things you can do

Make your own chocolates? Make pins and badges and sell them to your friends and family, if there is an event at your school you can always set up a small stall there.

Sponsored silence, ask your family if they will sponsor you to be silent a whole day! Just make sure it doesn't have a negative impact on your schooling.

# A-Z of sponsored events

Art exhibition  
Arts and Crafts fair  
Baked bean bath  
Balloon race  
Bingo  
Car boot sale  
Card making sale  
Car-washing service - Make a big sign and get all those dirty cars queuing up.  
Dance competition  
Darts competition  
Disco  
Dog walking  
Exhibition  
Face painting  
Fancy Dress  
Five-a-side tournament  
Garage sale  
Garden party  
Hat Sale  
Horrid hair day  
Hula Hoop contest  
Ice skating party  
Indoor games evening  
Jewellery making sale  
Karaoke evening  
Lottery  
Lunch –sell something special for lunch to friends and family  
Mini Olympics  
Musical evening  
Nearly-new sale  
New-Year's Resolution  
Race – use your imagination; hold a cycle, run, skip, hop, jump or three-legged race.  
Sale – anything and everything  
Silent day – get family and friends to sponsor you to be quiet a whole day!  
Shoe shine  
Space-hopper walk,  
Sponge throwing - add coloured gelatine into the water for a slime throwing event!  
Talent contest  
Tombola  
Toy Fair  
Treasure hunt  
Unwanted presents- ebay them!  
Valentine dance  
Wacky Race - dress up, or decorate a bike /skates or similar and race!  
Your own idea! Remember, have fun and keep it safe!  
Zzzzzz – stay awake for 24 hours and get sponsored! Make sure you don't have to go to school the next day!

# Step by step – plan your event: How to get started

## Step 1

### Spread the word:

Don't be shy, if you want your event to raise lots of money, make sure you spread the word. Tell your friends and family about this fundraising booklet and how they too can organise their own activities. Get everyone you know at school to think of ways to raise money! And remember, we like to know what you are up to as well, and we love seeing photos of your fundraising fun, so don't be afraid to get in touch with us

## Step 2

### Think of an idea:

You don't have to come up with anything too extravagant! It doesn't have to be brainy, brilliant or breathtaking. Just make it fun for yourself and those who take part. The easiest thing you could do is to start a collection in a safe and noticeable area; you could raise a good amount.

## Step 3

### Get postering:

Let people know what you've got planned. You can make posters and stick them up in areas where people may be interested. In the local supermarket for instance, just make sure you ask permission first. We're happy to provide SOS materials to support your own posters, just get in touch.

## Step 4

### Shout about it!

You are doing something amazing and you should let everyone know. If you are planning an event that you think your neighbours and the whole surrounding community would want to hear about, you can get in touch with your local newspaper or radio station and tell them about your plans. Remember to say that you are raising money for SOS, what you will be doing and of course when and where your event will be taking place.

## Step 5

### Enjoy it!

Collect the money you have raised and pay it in as soon as you can so your money can start making a difference! Check out page 10 which explains all the different ways you can pay your money in to SOS.

## Literally, killer facts

However you choose to raise funds, it's always helpful to explain why you are supporting your cause, so your sponsors will realise just what a difference their donation could make. Here are some 'killer' facts to do just that:

- There are less than 6,650 surviving orangutans in Sumatra today.
- 80 % of orangutan habitat has been destroyed in the last 20 years.
- The expansion of oil palm plantations into fragile ecosystems is the biggest threat to orangutans' continued survival in the wild.
- You find palm oil in a variety of household goods including chocolate, bread, spreads, cereals, and shampoos.
- Every minute an area of forest the size of 6 football fields is lost in Indonesia.
- The destruction of rainforests and the poaching of young orangutans for the pet trade contribute to their decline.
- Sumatra's forests provide a livelihood to many Indonesian people without which their existence is also endangered.
- Other rare and precious wildlife share the orangutans' habitat such as Sumatran elephant, tiger, rhinoceros and clouded leopard.

# Orangutan Shop

## How to Order:

Another way to support us and help our work to save the Sumatran orangutan is by buying something from our online shop. We have loads of different items, including SOS T-shirts, cuddly toys, activity books and much more.

Visit: [www.orangutans-sos.org/shop](http://www.orangutans-sos.org/shop)



Activity book with puzzles, colouring pages, story boards and lots more to keep you entertained.



Cuddly orangutan toys made in Indonesia



SOS badges and stickers

# Your fundraising: important information

## First and foremost: keeping it safe and legal

**Collections:** to collect funds in any public place you need a license from your local authority. If you're collecting money on private property (e.g. a supermarket), you should always ask the owner for their permission to do so.

**Getting permission:** ask an adult to help you contact your local council for advice on any necessary permissions, licensing, trading standards, and health and safety issues.

**Raffles and lotteries:** for everything you need to know about organising a raffle or lottery within the law, make sure you consult your local council and The Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk))

**Health and safety:** for advice on First Aid, contact your local branch of St John's Ambulance. To ensure your event is run safely, contact your local council.

## Collecting money

No one - either child or adult - should be collecting money alone. If you are doing a door to door collection, make sure you have an adult with you, and if you are in charge of a stall or a raffle, ask a friend or a relative to be with you. And remember that if you are selling something in a public area, you have to make sure to ask your local council for the right permits to do so, ask your family for help.

## What to do with your sponsorship

You've done the difficult bit – now you just have to pay in your hard earned cash to SOS. You can do this in one of the following ways:

**By post:** pay all the money you've raised into one bank account, and then write a cheque for the total amount, payable to Sumatran Orangutan Society. Send your cheque, together with a completed paying-in form (enclosed with this pack), and all sponsorship forms to: Sumatran Orangutan Society, The Old Music Hall, 106 -108 Cowley Road, Oxford OX4 1JE

**Straight into our account:** just use our banking details and put it straight into our account. But please do remember to send us a letter, e-mail or give us a ring so that we know that the money came from you and are able to thank you properly!

Bank: the Cooperative Bank

Account name: Sumatran Orangutan Society

Account number: 65152249

Sort code: 089299

IBAN: GB78 CPBK 0892 9965 1522 49 for donations from outside the UK.

**Gift aid it!** Remember to encourage your supporters to tick the Gift Aid box on your sponsor form (enclosed in this pack), and you'll earn SOS an extra 28p for every £1 they donate. Make sure they have read the Gift Aid declaration, and complete the sponsor form in full.

## E-fundraising

Using the internet can also help you collect donations. E-fundraising is a quick and easy way to raise sponsorship. Research shows that sponsors give more generously on-line - up to 30% more than off-line donations.

SOS recommends [www.justgiving.com](http://www.justgiving.com). It couldn't be easier – just visit their site and follow the instructions.

To help you make the most of your Justgiving site, here are some tried and tested top tips:

- ✓ Tell your sponsors what you are doing, why you are doing it and how much you aim to raise.
- ✓ Give examples of what their donation could mean to SOS' work.
- ✓ Add a link to your justgiving site as a footer to any emails you send.
- ✓ Send an email with a link to your site, to everyone in your address book. The end of the month is a particularly good time to do this, as it is usually 'pay day'.
- ✓ Keep your site up to date and tell a story. Engage your sponsors and make them realise what lengths you're going to, to reach your fundraising target. Hopefully they'll give more generously as a result.
- ✓ Customise your site – add anecdotes, photos, news updates to make it stand out from the rest.
- ✓ Add a link to your justgiving site from your Facebook profile
- ✓ Send an email before the event and after to thank your sponsors and tell them how you fared and how much you've raised.

## And here are some other ways of using the internet...

- **Searching the Internet:** [Everyclick.com](http://Everyclick.com) is a search engine that raises money for charity every time you perform a web search. Simply bookmark [Everyclick.com](http://Everyclick.com) as your preferred search engine, nominate SOS as your favourite charity, and every time you search the internet, we will receive a donation!
- **Shopping online:** [Easyfundraising.org.uk](http://Easyfundraising.org.uk) is a portal through which you can make your online purchases at over 500 leading retailers, including Amazon and Lastminute.com. You pay exactly the same price as if you visited the retailers' sites directly, and when you nominate SOS as your chosen charity, we receive a donation of up to 15% of the value of your order. You can find all your favourite retailers, selling everything from clothes, food, music, and books!
- **eBay for Charity:** Thinking of having a spring clear-out or selling something on eBay? Why not donate some or all of the proceeds to SOS through the eBay for Charity program - click [here](#) for more information.
- **Support our Campaigns** on issues which threaten the last remaining habitat of the orangutans.
- **Web Links:** If you or your friends have a website, help us by adding a prominent link to the SOS site.

## Guide to blogging

Creating and updating a blog is a great way to keep your sponsors up to date with how your fundraising and training (if you're taking part in an event) is going. It will also help them realise just how much effort you are going to and why their donation is important to your cause. This will hopefully, in turn, encourage them to give more generously. Here are some quick tips to make the most of your on-line bulletin board:

**Be creative:** design and style your site to represent your personality. Use photos, stories, and different fonts.

**Keep it real:** add examples of what a donation could buy.

**Tell a story:** tell your sponsors how much you aim to raise, and update them as you get nearer your total. If you are training for or organising an event write about how and what you are doing from start to finish.

**Send it to everyone you know:** add a link to your site as a footer at the bottom of any emails you send. Add a link to your Facebook profile and on your Justgiving page. By using an RSS feed, everyone you send the link to will automatically be updated, each time you make a new entry. Sites like blogger.com and Facebook are a great place to start. And if you're feeling adventurous you could even sign-up to Twitter, and regularly update your dotting public on your fundraising antics.

## Companies

Local businesses are often more than happy to support fundraising in their local community. They can supply gifts in kind for you to auction on e-bay, or have as prizes for a raffle. Sometimes they can provide a venue for your event, or help with publicity.

## Match it

Some companies run a matched giving scheme whereby they will either double or contribute to the total amount you have raised. It's therefore worth asking local companies as soon as you decide on your fundraising, to see if they can help. It could mean that you raise twice as much without having to lift a finger.

## You've told everyone, now tell us

Whatever you're planning to do, we always enjoy hearing from our supporters. So make sure you drop us a line to tell us what you're doing. You never know, you might find yourself on the SOS website as one of our Fundraising Stars.

## And before you go

However you decide to raise your sponsorship make sure you always keep it safe, legal and - last but not least - fun. Your Fundraising Guide will tell you how, but if you can't find the answer you're looking for just get in touch. We're always happy to answer any questions you have, and keen to support you all the way.

## Contact us:

Sumatran Orangutan Society  
The Old Music Hall  
106 – 108 Cowley Road  
Oxford  
OX4 1JE  
Tel: 01865 403 341  
[www.orangutans-sos.org](http://www.orangutans-sos.org)  
[info@orangutans-sos.org](mailto:info@orangutans-sos.org)  
Registered charity number 1085600

**Happy  
fundraising!**

# Cake Recipes

## Easy to make chocolate biscuits

### Ingredients:

- 200 g flour
- 100g sugar
- 60g cocoa
- 1tsp bicarbonate of soda
- 1 egg
- 100g (3.5oz) butter

### How to:

Grease a tray, and turn oven up to 170C. Mix the dry ingredients together and then whisk in the egg. Add the butter and then knead for 10 minutes. Put small amounts on baking tray and cook for 12 minutes. Leave to cool then enjoy.

**Banana Cake:** Orangutans like bananas, and so do we. This recipe is really easy to follow and the outcome is ever so yummy. And the best thing is that you can use up old bananas that you otherwise would throw out!

### Ingredients:

- 4oz butter
- 6oz sugar
- 8oz self raising flour
- 2 eggs
- 2-3 medium and very ripe bananas

### How to:

Heat the oven to gas mark 4; 180C

Grease a 2lb loaf tin.

Mash the bananas with a sturdy fork.

Cream the butter and sugar together and mix in the eggs before adding the bananas and blending both mixtures together. Add the flour.

Pour the batter into the loaf tin and bake for 40 minutes then lower the temperature to gas mark 2; 150C and cook for a further 30 minutes. If you want to make banana-muffins just reduce the cooking time to approx 20-30 minutes.

Turn the hot cake out on a rack and let it cool. It's extra tasty with some icing sugar on top to decorate. You can cut out orangutan patterns on some normal paper and lay over the cake as you sprinkle the icing sugar on for a different type of decoration. Try adding some walnuts, raisins, dried bananas, cinnamon or honey for an extra special cake!

**Beetroot chocolate cake:** Like the carrot in a carrot cake, beetroot keeps the cake moist and helps it to last for days — as if any chocolate cake is going to last for days. This recipe should be enough for 6 people, it takes *1 hour to make plus, it needs to cool down after you have cooked it.*

**Ingredients:**

- 50g bitter cocoa powder
- 180 g flour
- 1 ½ tsp baking powder
- Pinch of salt
- 250g caster sugar
- 300g cooked fresh beetroot
- 3 eggs
- 200 ml corn oil
- 1 tsp vanilla extract

**How to:**

Heat the oven to 180C/Gas mark 4. Butter and flour an 18cm (7in) round or square cake tin. Sift the cocoa powder, flour, baking powder and salt into a bowl. Mix in the sugar and set aside. Purée the beetroot in a food processor. Add the eggs, one at a time, then add the corn oil and vanilla and beat until smooth.

Make a well in the centre of the dry ingredients and pour the beetroot mixture into the well.

Lightly mix, using a rubber spatula, and pour into the prepared cake tin.

Bake for 40 minutes, or until an inserted skewer comes out clean. It won't rise a great deal and the top may crack a bit. Allow to cool a little before removing from the tin, then leave to cool completely on a wire rack. To serve, dust the cake with icing sugar or bitter cocoa powder, and cut into generous slices.

**Super easy sponge cake:** This has got to be the simplest sponge cake mixture ever! The quantities shown make a two-layer sponge cake, with buttercream. Halve the quantities for quick and delicate fairy cakes, or double up, and put the sponge layers in the freezer, ready for any occasion. Flavourings can be added - try orange or lemon cake, chocolate cake, vanilla, cinnamon, coffee etc. Or maybe experiment with food colouring if you are using icing or cream as decoration. The only limitation with sponge cake is your imagination! If the flavouring is a powder (eg cocoa powder) reduce the amount of flour slightly.

**Ingredients:**

**For the Sponge**

- 3 Medium eggs
- Self raising flour
- Margarine
- Caster sugar
- 1 tsp Baking powder

**For the buttercream**

- 75g Butter (unsalted)
- Icing Sugar

**Method**

1. Firstly, weigh the eggs (in the shell) and make a note of the weight.
2. Weigh out the weight of the eggs in sugar, flour and margarine (if the eggs weigh 200g, you need 200g of sugar, flour and margarine).
3. Beat the margarine and sugar in a large mixing bowl, until the consistency is creamy, the aim at this stage is to incorporate as much air into the mixture as possible.

