

Guide to fundraising



Hello!

A big hairy thank you for supporting SOS!

Look up “Great Apes” and you’ll find it’s a family... our family! We share 96.4 % of our DNA with orangutans, but we have pushed them to the edge of extinction. By supporting SOS, you can help save them.

Deforestation is the greatest threat facing orangutans. Tearing down jungle for farmlands and roads destroys all manner of natural balances and is one of the biggest drivers of climate change. Orangutans need the forests to survive – and so do we!

The Sumatran Orangutan Society (SOS) works to protect orangutans, their forests and their future. By fundraising for SOS, you can make a real difference, by supporting our conservation projects in Sumatra and our international campaigns. This guide will tell you about how the money you raise will help orangutans, and give you lots of ideas about how to get started with your fundraising!

You can contact us by emailing **info@orangutans-sos.org** to tell us what you’re planning to do, and to ask for any tips or advice.

Spot the difference



About SOS
SOS has an incredible record of designing, funding and delivering frontline conservation projects in Sumatra which really work, including community conservation and training, orangutan rescue and forest restoration. The funds you raise will help us continue and grow our projects and campaigns to secure a future for orangutans and their forests.

Photo by Suzi Eszterhas

Why do Sumatran orangutans need our help?



Sumatran orangutans are Critically Endangered, and could be the first Great Ape to go extinct unless we act now to save their rainforest home.

Around half of Sumatra's forests disappeared in just 20 years.

They share the forests with Sumatran elephants, Sumatran tigers and Sumatran rhinos – all of which are also Critically Endangered. By saving the forests where orangutans live, we can also help to protect many other amazing species too.

Why is it important to help orangutans and rainforests?

Orangutans need trees... and so do we!

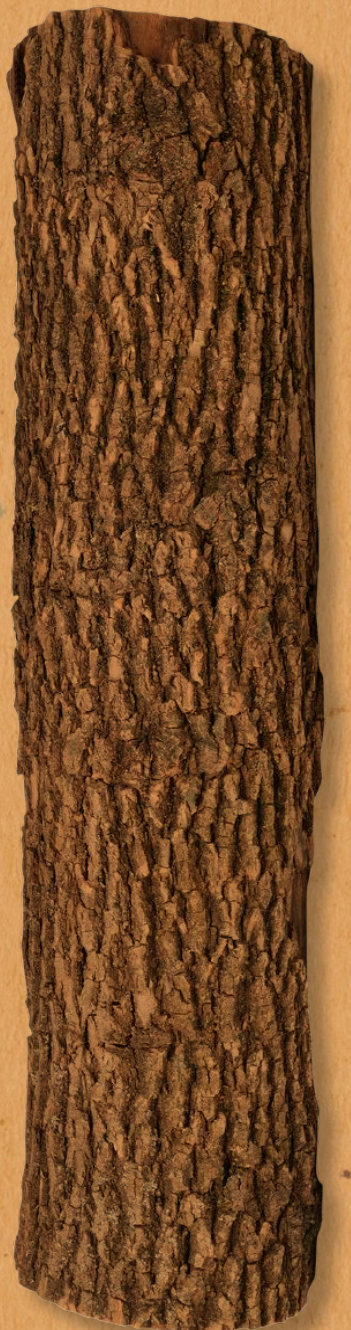
Orangutans spend their lives in the trees, even building a nest to sleep in each night, high in the forest canopy. Deforestation is the greatest threat to their survival because it destroys their home. As well as thousands of species of animals and plants, more than four million people in Sumatra rely on the preservation of the rainforests for crucial ecological services, such as climate regulation and flood control. Tearing down forests for farmlands destroys all manner of natural balances and is one of the biggest drivers of climate change, a danger which affects us all.

Orangutans are key to keeping the rainforests healthy

All the species that share the rainforest have a part to play in the health of the ecosystem. Orangutans are sometimes referred to as 'gardeners of the forest'. They eat hundreds of different types of fruit, and spread the seeds throughout the forest in their dung. When they build their nests, they break branches which allows light through the thick canopy onto the forest floor, helping young plants to thrive and grow.

People of the forest

Our tree planting projects offer local people in Sumatra a way of supporting their families whilst preserving and restoring the rainforest. In one area, when the rainforest was replaced with an oil palm plantation the rivers and wells dried up, and the villagers' crops failed. The negative effects of deforestation are clear, but strong roots in the community are absolutely essential for conservation projects to succeed, and the groups we work with have become the guardians of the forests, protecting the area into the future.



How every penny you raise will make a difference

The money you raise for SOS will help us protect and restore Sumatra's forests through:



1) Planting trees to restore Orangutan habitat

We have already planted more than a million trees to replace some of the forests that have been lost. We need to plant even more trees to restore the rainforest to its full glory, and ensure it is safe for a long time to come.



2) Community conservation projects

Working with the people who live next to orangutan habitat is vital to secure a future for the rainforest. Our projects empower, train and equip communities to become guardians of the forest.



3) Orangutan rescue

When orangutans become trapped in farmlands, or are stolen from the forest and kept as pets, the rescue team is often their only hope of returning to the rainforest, where they belong.



4) Campaigning

Our campaigns target the root causes of deforestation, and raise awareness of the breathtaking biodiversity in Sumatra's last standing forests.

It is really important that lots of people learn about what is happening in Sumatra and what we are doing to help.

Now that you have found out about what we do, you can get started spreading the word and fundraising!

A small amount of money can make a big difference.



- £5**
Lets us plant a new tree in Sumatra! How amazing is that?
A sapling grows into a mighty tree, providing food and a nesting spot for orangutans and their rainforest friends. You could plant 5 trees for £22, or 10 trees for £40 – our team in Sumatra will plant a mixture of different tree species to attract birds and animals back to the area.
- £50**
Buys a tonne of compost.
Organic compost is vital to nourish and nurture the new saplings, ensuring they grow tall and strong.
- £250**
Gets us a camera trap.
Camera traps take a photograph every time an animal walks in front of them. This helps us see which animals are returning to the area.
- £2,000**
Enables us to build a new field station and tree nursery in a damaged area of forest, helping new life spring up in a new area.
Our team nurtures young seedlings here before they are planted, and watch over the restoration site, protecting it from poachers and loggers. We can name the field station after you, your company or your school!

How we plant a rainforest



- Year 1**
As we prepare the land for planting, we build tree nurseries and train the local people. We start by planting fast-growing 'pioneer' species, such as sungkai and marak, which provide shade for slower-growing trees from extreme heat, and fallen leaves providing richer soil in which to take root.
- Year 2**
We plant hardwood and fruiting trees, remove weeds and add organic compost, nurturing the young seedlings. Birds start to return to the area, speeding up the natural regeneration and increasing the diversity of the new forest by 'planting' seeds in their droppings.
- Year 3**
By now the pioneer species planted in year 1 are creating a forest canopy, shading out weeds and creating the right microclimate for a rainforest to grow. Adding a mixture of additional tree species ensures that the new forest has good diversity – just like a natural rainforest.
- Year 4**
Pioneer trees may be 9-10 metres tall, and hardwood and fruiting trees around 5-6 metres tall, providing a safe nesting spot for orangutans. Wildlife is returning to the area, including orangutans and elephants, and the once-barren landscape is buzzing with life!

Every minute
an area of
forest the size
of 3 football
pitches is lost
in Indonesia.





Fundraising ideas

Now that you know what a big difference you can make by fundraising for SOS, it's time to start thinking about what you would like to do.

Raising money should be fun and doesn't need to take up too much of your time. Here are some ideas to get you thinking about fundraising events and activities that you could easily do. Feel free to come up with your own ideas too!

- Trek through the Sumatran rainforest, see orangutans in the wild and raise money for SOS along the way. For more details see the **Visit Sumatra** page of our website.
- **Donate your birthday** to SOS by setting up an online fundraising page and asking family and friends to make a donation instead of buying you a card or a present this year.
- Hold a **cake sale** - nearly everyone has a sweet tooth. Stick to your favourite recipe, whip up a batch of chocolate orange cookies, or branch out and use orange icing on your cupcakes. Yum.
- Organise an **Orangu-Tango** dance event!
- Sell your unwanted items online or at a car boot sale; if you use *ebay*, you can automatically donate the proceeds to SOS when the auction ends.
- Find some upcoming local musical or comedy talent and a willing venue (like a local pub) and put on a **gig**
- Wear an outlandish wig, **spray your hair orangutan orange**, or shave it off. Ask people to sponsor you.
- Organise a **charity quiz night** and charge for participation, finding an appropriate venue and some prizes to be donated for the winners.
- Approach local businesses, shops, restaurants, theatres, health spas etc to see if they will donate prizes for a **raffle**.
- Take on a **charity challenge** - Always wanted to run a marathon, cycle to Paris or do a skydive? Well why don't you do it for SOS? We'll support you all the way. Check our website or contact us to find out about which events we have official charity places for, or sign up for your own.

Organising a fundraising event

Where do I start?

Who?

Who will attend your event? Who can help you by volunteering and advertising? Who can sponsor you? Who do you want to watch, take part, or attend? Think of everyone you know: family, friends, work colleagues, as well as schools, colleges, local businesses, community groups, gyms, local services.

What?

Check out our fundraising ideas on page 15.

When?

Think about the time of year if you are planning an outdoor event – what will the weather be like and how it will affect your event's success, does it fall on a public holiday? Make sure your event is far enough in the future to give you plenty of time to plan and tell people about it.

Where?

Is the venue suitable for your event? Is it easy for people to get to? Does it have parking for your guests and disabled access? Do you need a licence? What is its capacity? Try asking your work place, school, college, university, or community centre if you can use their facilities to host an event. Make sure to give good directions to your event with signs and maps

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 on private property (e.g. a pub, train station or supermarket), you should obtain written permission from the owner. Contact your local council for advice on any necessary permissions, licensing, trading standards, and health and safety issues. Look after your money! Keep it in a safe place or in the hands of someone you trust.

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.



Orangutan fact

Orangutans favourite food are huge spiky fruits called Durian, these fruits smell very bad, like onions and raw sewage, and taste a bit like custard and garlic, but orangutans love them!

Spreading the word!

You're doing something amazing and you should let everyone know.

Email or phone all your friends, family, work colleagues, or classmates and tell them what you're doing and how they can get involved and support you by donating, helping to sell tickets or advertising your event. They'll hopefully tell everyone else they know.

Tell your local newspapers and radio stations – they might want to interview you about your event.

Advertise: make posters for display at work and in your school, office, local shops, library, sports and community centres. Let us know if you'd like some help designing a poster.

Promote your event online - Have a go at creating a free, simple website for your event. Sites like WordPress and Facebook are a

great place to start. Include all the event information – date, venue, activities, how to buy tickets - and don't forget to tell people that your event is raising funds for SOS. Let us know if you would like us to send you an orangutan photo to decorate your website!

Send the link to everyone you know: add the link to your email signature, and share it on Facebook.

More fundraising tips

- Contact your local community centre, school or church hall - they may let you use their facilities for free if you need a venue for your event.
- Advertise your event - ask your local radio and newspapers to mention it. Put up posters.
- Ask for help from friends, family, shops and community centres, for example helping to sell tickets or advertising your event.
- Ask local cafes or restaurants to donate refreshments and display posters.
- Look after your money! Keep it in a safe place or in the hands of someone you trust.
- Think about parking for your guests and disabled access.
- Give good directions to your event with signs and maps.

Companies

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

Try gaining support from your work colleagues and the company managers. Publicise the cause on notice boards, in company newsletters, or on company email. Perhaps you can organise a sponsored event one day at your work – or a non-uniform day or fancy dress such as an Orange Day where everyone wears something orange to work? Your company may even be willing to donate some of its employees' time to help at a street collection day.

What to Ask For

You can politely ask for a donation, or help with prizes for an event you are organising. Perhaps you can ask for help with something they supply, such as refreshments, printing facilities for your publicity or music for your event. Make sure you inform the company that their help will be acknowledged. This can be in the form of advertising on your posters, a thank you on stage at an event, a mention in your local newspaper or on the radio, or on the SOS Facebook page.

Match it

Some companies run a matched giving scheme whereby they will either double or contribute to the total amount their employees raise for charity. It's therefore worth asking your employer as soon as you decide on your fundraising, to see if they can help. It could mean that you raise twice as much!

WOOPAH!



Photo by Suzi Eszterhas

Sponsored challenges

There are a couple of easy ways to collect sponsorship:

1. Create an online fundraising page – this will do the hard work for you, as your sponsors donate online and the funds are sent straight to SOS, along with all the details we need to claim Gift Aid on donations - that's an extra 25 % at no extra cost to you or your sponsors! JustGiving can collect donations in multiple currencies.

2. Print out a sponsorship form (at the end of this guide) and ask your donors to fill in their details.

As well as being a quick and easy way to collect sponsorship, sponsors tend to give more generously online – up to 30% more than off-line donations.

To get started, just visit JustGiving.com/sumorang to set up your own online sponsorship page in a few easy steps.

How to make the most of your sponsorship page:

- Tell people why you're fundraising
 - People will be much more likely to donate if you tell a story - what you are doing, why you are doing it, why you're supporting SOS, and how much you aim to raise – both on your fundraising page and in any emails you send out.
- Ask your closest friends and family to donate first
 - Having a couple of donations on your page will encourage others to sponsor you too.
- Treat your sponsorship page like a blog - keep it updated with progress reports and let people know when you have updated your page
 - If they have already sponsored you, they'll enjoy seeing how you're getting on, and it's a

reminder for those who haven't sponsored you yet to make a donation.

- If your sponsors are in the UK, ask them to tick the Gift Aid box when they make their donation.
 - This increases the value of their gift by 25 % - at no extra cost to them! This can make a really big difference to the amount of funds we raise.
- Keep fundraising after you have completed your challenge.
 - Send round an update about how it went – also a good chance for a final appeal for donations!

Letting people know

- Don't be shy - send an email with a link to your page to everyone in your address book, and to your social networks through Facebook, Twitter, LinkedIn etc. The more people you tell, the more money you're likely to raise.
- Tell your story! People will want to know what you're doing, and why.
- The end of the month is a particularly good time to do this, as it is usually pay day.
- Add a link to your fundraising page to your email signature. Then every time you send an email, you'll be raising awareness about your fundraising and about SOS.
- Ask again – remind your friends to donate if they don't get round to it after the first request. Most people need to be reminded several times, so don't be disheartened if you don't get lots of donations straight away.
- Use photos on your fundraising page and social networks.
- Send an email after you have completed your challenge to thank your sponsors and tell them how much you raised.

Sample Email

Remember to personalise!

First email:

Did you know that we share 96.4 % of our DNA with orangutans? Sumatran orangutans are one of our closest relatives in the animal kingdom, but they are in big trouble due to the massive rate of deforestation - there are just 6,600 left in the wild.

I want to do something to help, so I've signed up to <enter details of your challenge>

It would be great if you would consider sponsoring me and sharing my page: <link to your sponsorship page>.

All the funds raised will go to the Sumatran Orangutan Society, who are working to protect orangutans, their forests and their future. Find out more about their projects and campaigns at www.orangutans-sos.org

Thank you.

Follow-up email:

As you know, I'm taking part in <challenge> for the Sumatran Orangutan Society –raising funds to help the charity's conservation projects and campaigns.

Huge thanks to everyone who has sponsored me so far - I've raised <amount>!

If you haven't had the chance to visit my sponsorship page yet, there's still time to show the orangutans some love. Please help me reach my target of <target> : <link to your sponsorship page>

Thank you!



**Indonesia has the
fastest deforestation
rate in the world.**

Sending us the money you have raised

Congratulations on your successful fundraising! Now you just need to send the money to us so that we can start using it to help orangutans.

You can send us your funds in one of the following ways:

Online:

If you have set up an online fundraising page, your sponsorship will be sent to us automatically – you don't need to do anything other than thank your donors.

If you have collected sponsorship or donations offline or at an event, you can send us the money you have raised via the SOS website. Count it up and pay it into a bank account, and then visit orangutans-sos.org and click on 'Donate'. Make a donation equal to the amount you collected using your credit or debit card (or feel free to round it up!), and then don't forget to let us know how much you have sent and what you did to raise the money. We can then let you know when the funds have reached us.

By bank transfer

Please get in touch with us and we will send you our bank details.

By post

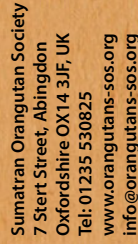
If you have collected your sponsorship offline, then you can pay all the money you've raised into one bank account, and then write a cheque for the total amount, payable to Sumatran Orangutan Society. Send your cheque, together with a completed paying-in form (at the end of this guide), and all sponsorship forms to: Sumatran Orangutan Society, 7 Stert Street, Abingdon, Oxfordshire, OX14 3JF, UK

Please do not send cash in the post.

Gift aid it!

If your sponsors are UK tax payers, remember to encourage them to tick the Gift Aid box on your sponsorship form or online fundraising page, and you'll earn SOS an extra 25p for every £1 they donate, at no extra cost to them (we claim this back from the government). Make sure they have read the Gift Aid declaration, and complete the sponsorship form in full, including their postcode.





giftaid it

Email:

Paid

CONTINUED OVERLEAF

Thank you for helping us to protect orangutans, their forests and their future.

Send this form, with your cheque payable to 'Sumatran Orangutan Society', to:
Sumatran Orangutan Society, 7 Stert Street, Abingdon, Oxfordshire OX14 3JF, UK
(Please do not send cash through the post)

Title _____ First name _____ Surname _____

Address _____

_____ Postcode _____

Phone number _____

☐ Please tick this box and fill in your email address below if you would like to receive email updates from SOS including e-newsletters on how your support is helping.

Email address: _____

Amount paying in: _____

Signed _____ Date _____

Alternatively you can pay in via the website: orangutans-sos.org

Convert every £1 you give into £1.25 – at no extra cost to you.

Just fill in your details above, and tick the Gift Aid box if you're a UK tax-payer.

giftaid it

☐ If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer.
I have read this statement and want Sumatran Orangutan Society to reclaim tax on the donation detailed below,
given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year
than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference.
I understand the charity will reclaim 25p of tax on every £1 that I have given.

☐ This is my own money

☐ This is money I have raised

Thank you! Please get in touch if you have any queries:

Telephone 01235 530825 or email info@orangutans-sos.org

SOS is a registered charity in England and Wales No. 1158711

A big hairy thank you for supporting SOS!

**By raising funds for
SOS you will be helping
us protect orangutans
and their forests.**

Make sure you drop
us a line to tell us what
you're doing!

Contact us:

Sumatran Orangutan Society
7 Stert Street, Abingdon
OX14 3JF

Tel: 01235 530825
info@orangutans-sos.org
www.orangutans-sos.org

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