



Guide to fundraising



Hello!

Did you know Sumatran orangutans are one of our closest relatives in the animal kingdom? They live in the rainforests of the island of Sumatra, also home to tigers, elephants and rhinos.

In fact, Sumatra is the only place on Earth where all these magnificent species can be found living under the same forest canopy.

The bad news is that their precious home is being destroyed at an alarming rate. We need to act now to ensure that Sumatran Orangutans, and the wildlife they share their forests with, don't disappear forever.

The Sumatran Orangutan Society (SOS) works to protect orangutans, their forests and their future. By fundraising for SOS, you can make a big difference, by supporting our conservation projects in Sumatra.

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 **schools@orangutans-sos.org** to tell us what you're planning to do, and to ask for any tips or advice – we're always happy to hear from people who are doing something positive for the planet.

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
- There are less than 7,000 Sumatran orangutans left in the wild.

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 the money 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

We work with the local people of Sumatra, empowering, educating and encouraging them to take care of their forests and wildlife. We also travel to schools in Sumatra, talking to the children who live next to orangutan habitat about how important it is to look after the rainforest.

3) 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.



For instance just £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.

Or you could buy a tonne of compost for £50.

Organic compost is vital to nourish and nurture the new saplings, ensuring they grow tall and strong.

A camera trap costs £250.

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. Our favourite camera trap photograph so far is this one of a Sumatran elephant! We can send you photos from the camera traps.



For £2,000 we can 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 your class 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!



Fundraising tips

Step 1 - Think of an idea:

It doesn't have to be brainy, brilliant or breathtaking, just make it fun for yourself and those who take part. Turn to the next page for some inspiration!

Step 2 - Spread the word:

You are doing something amazing and you should let everyone know. Don't be shy, if you want your event to raise lots of money, make sure you spread the word. Tell your friends, family, neighbours, and everyone at your school or after-school club! Make posters, and ask permission to display them in local shops and restaurants.

You can even 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.

And remember, we like to know what you are up to as well, so don't be afraid to get in touch with us – see the last page of this guide for our contact details.

Step 3 - 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! For instructions, see the 'Sending us the money you have raised' section later in this guide.



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, perhaps with a little help from family members, teachers or friends.



Have an Orange Day at school

Ask everyone to pay £1/\$1 and wear something orange for the day – a t-shirt, wig, scarf... anything will do!

Turn to the end of this guide for instructions about sending us the money you raise, and don't forget to send a photo too!

Hold a cake sale

Stick to your favourite recipe, whip up a batch of chocolate orange cookies, or branch out and use orange icing on your cupcakes

Yum.

Hold a Rainforest Art Exhibition

Invite families, teachers and the whole community, serve refreshments, and have a lovely evening admiring artwork inspired by the rainforest.

Organise a treasure hunt

With teams paying an entrance fee to take part, and a prize for the winners! You could ask a local business to donate the prize.

Have a sponsored...

walk, run, silence (teachers love this), dance, bike ride or swim.

You could even get sponsored to give up something you love for a week or even a whole month! How about giving up computer games, sweets or TV?

We've got a sponsorship form you can use at the end of this guide, or set up an online sponsorship page via www.orangutans-sos.org/help/fundraise

Have an orangutan-themed day at school.


Give an assembly to the rest of the school about orangutans, and then get lots of people involved in different fundraising events. You can do this at any time of year, but it is especially fun during **Orange October** or **Ape-ril!**






More fundraising tips

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.
 - Local businesses are often more than happy to support fundraising in their local community. They may donate prizes for a raffle, provide a venue for your event, or help with publicity.
 - Tell people why you're fundraising. People will be much more likely to donate if you tell them why you're supporting SOS, and how much you aim to raise.
 - If you are in the UK and you are using the sponsorship form included in this guide, ask your sponsors to tick the Gift Aid box when they make their donation. This turns every £1 donated into £1.25 - at no extra cost to them! This can make a really big difference to the amount of funds we raise.
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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.

The first thing you should do is count up all the money you have raised and pay it into one bank account – ask a teacher for help with this. You can then send us the money in one of the following ways:

Online:

Go to www.SaveArmstrong.com and click on the 'Plant a Tree' button. Choose an option from the box, or click on the 'Choose your own amount' tab at the top of the box and enter the total amount you have raised. You will then be able to send the money to us by credit or debit card.

By post:

Write a cheque for the total amount raised, payable to Sumatran Orangutan Society. Send your cheque, together with a completed paying-in form (included at the end of this pack), and all sponsorship forms to: Sumatran Orangutan Society, 7 Stert Street, Abington, Oxfordshire OX14 3JF, UK

Straight into our account:

Use our banking details and put the money straight into our account. But please do remember to send us a letter, e-mail (schools@orangutans-sos.org) 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: 65757039
Sort code: 089299

For donations from outside the UK you'll also need to know: IBAN - GB78 CPBK 0892 9965 7570 39

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 25p for every £1 they donate, at no extra cost to themselves. Make sure they have read the Gift Aid declaration, and complete the sponsor form in full.





Sumatran Orangutan Society
7 Stert Street, Abingdon
Oxfordshire OX14 3JF, UK
Tel: 01235 530825
www.orangutans-sos.org
info@orangutans-sos.org

Sponsor Form



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.

Name: Contact: Email:	Event:
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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.

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☐ 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:

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