



# FUNDRAISING PACK



**COOL EARTH IS THE CHARITY THAT WORKS ALONGSIDE  
INDIGENOUS VILLAGES TO HALT RAINFOREST DESTRUCTION**



# ABOUT COOL EARTH

COOL EARTH IS THE CHARITY THAT WORKS ALONGSIDE INDIGENOUS VILLAGES TO HALT RAINFOREST DESTRUCTION

## WHAT WE DO

Cool Earth saves at-risk rainforest and shields millions of acres of neighbouring forest. We put local people back in control, giving them the resources they need to keep their forest intact.

## IN A NUTSHELL



PUT LOCAL PEOPLE IN CONTROL  
OF AT-RISK RAINFOREST

FORM NON-LOGGING AGREEMENTS

BUILD BETTER INCOMES, BETTER  
SCHOOLS, BETTER CLINICS

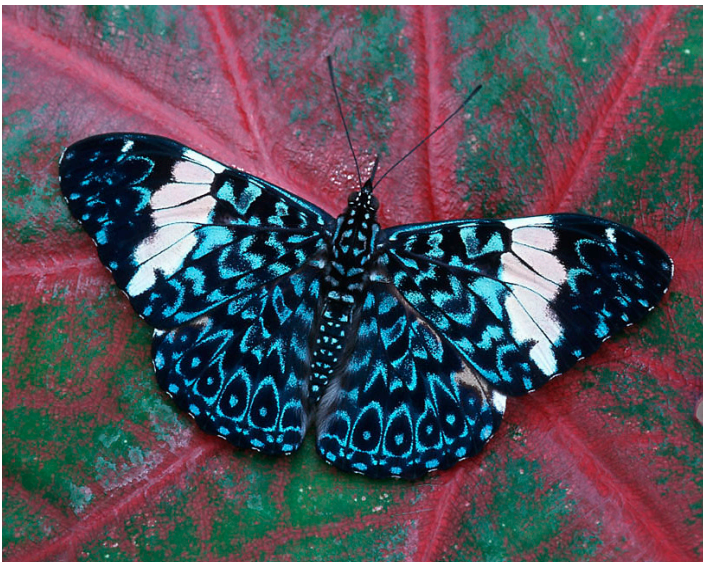
DO THE SAME WITH THE NEXT VILLAGE

BUILD A SHIELD FOR THE RAINFOREST

## HOW WE DO IT

- We never have and never will buy land. Instead we help the local communities take legal control of their forest.
- By building better schools, better clinics and better incomes, we ensure rainforest protection goes hand in hand with better lives.
- We focus our efforts on rainforest that is most at-risk and which would otherwise be destroyed within the next 18 months.
- The protected forest forms a shield to make millions of acres of neighbouring forest inaccessible to loggers.
- We promise that more than 90p in every £1 you donate will go straight to our projects.

FIND OUT MORE: [www.coolearth.org](http://www.coolearth.org)



# GET UP TO SPEED

IT COSTS JUST £60 TO KEEP AN  
ACRE OF RAINFOREST STANDING



## WHAT'S IN AN ACRE?



240 TREES

260 TONNES OF CO<sub>2</sub>

76,000 TONNES OF WATER A YEAR

15 ENDANGERED SPECIES

## KNOW THE FACTS

- Rainforests are home to 350 million people and the livelihoods of 1.6 billion people depend upon the rainforests.
- Rainforests only cover 6% of the world's land surface but contain more than 2/3 of its biodiversity – around six million species.
- Every day, the Amazon River pumps out enough freshwater to supply the whole of New York City's freshwater needs for nine years.
- 150 acres of rainforest are cleared every minute.
- Rainforest destruction accounts for as many CO<sub>2</sub> emissions as the USA each year - a whopping 6 billion tonnes.
- Clearing an acre of rainforest releases 260 tonnes of CO<sub>2</sub>. The same amount released by driving a car around the world 32 times.
- The Amazon contains more than four hundred billion trees belonging to 16,000 different species.



# RAINFOREST RESUCE

COOL EARTH EQUIPS LOCAL PEOPLE WITH THE RESOURCES THEY NEED TO PROTECT THEIR FOREST AND THEIR HOMES



## HOW YOUR FUNDS CAN HELP

**£60**

SAVES AN ACRE  
OF RAINFOREST

**£150**

WILL HELP KEEP A CHILD  
IN SCHOOL FOR A YEAR

**£300**

EMERGENCY EVACUATION  
TO HOSPITAL & TREATMENT

**£600**

PROVIDES FUNDING  
FOR A FIRST AID POST

**£1,000**

SAVES 16.5 ACRES  
OF RAINFOREST

**£7,100**

PROVIDES SAFE WATER  
TO A RAINFOREST VILLAGE

**£8,000**

BUILDS A PRIMARY SCHOOL

**£12,000**

PROTECTS 200 ACRES OF  
ENDANGERED RAINFOREST

# FUNDRAISING IDEAS

EASY WAYS TO RAISE MONEY FOR COOL EARTH,  
FROM THE SERIOUS THROUGH TO THE RIDICULOUS

## PUT ON A SHOW AND REAP THE BENEFITS

### QUIZ NIGHT

Host a general knowledge quiz in your local pub and charge each team for taking part.

### GETTING JIGGY WITH IT

Acoustic, karaoke, open-mic or even a full-blown ball; music nights are always a winner. Sell tickets in advance and charge entry.

### BE A SPORT

Mini Olympics, tennis tournament, tug-of-war, beach volleyball, retro aerobics class. The options are endless and you can get your whole community on board.

### TEA PARTIES, WINE TASTING, BBQS

Events with nosh are a sure hit. Give it a twist by theming it to your fundraising challenge, have a guest speaker or do a talk on Cool Earth. Sell tickets in advance.

### COME DINE WITH ME

Replicate this TV gem with a group of friends - dramatic meltdowns included. Donate to take part.

### CINEMA SCREENING

Have a cinema night at your home or in a quirky venue. Choose a recent hit, an old classic or a documentary and charge entry.

## ONE MAN'S JUNK IS ANOTHER MAN'S TREASURE

### CLOTHES SWAP

Reinvigorate your wardrobe and get rid of unwanted clothes. Charge for entry and set a minimum number of items for people to bring.

### CAR BOOT

Sell your old stuff at your local car boot or even host your own, charging £10 a vendor.

### EBAY

Choose Cool Earth as your charity when you sell items on eBay.

### CELEBRATIONS

Ask for donations on those special occasions leading up to your fundraising challenge. Weddings, birthdays, Christmas, Hanukah, bar mitzvahs ... you get the gist.



FOR MORE FUNDRAISING RESOURCES  
GO TO:  
[www.coolearth.org/fundraising](http://www.coolearth.org/fundraising)



## WORK IT

### DONATE A DAY'S WAGE

Then ask your employer to match fund it. Engage your team mates by doing a talk in the office about Cool Earth and challenge them to donate a day's wage too.

### AUCTION OF PROMISES

Potentially a big earner. Get colleagues (or friends) to make a promise which can be put under the hammer. Wine tasting evenings, a day's silence for that gobby team member, cakes for the whole team.

### MATCH FUNDING

See if your business will match fund your entire sponsorship. How do you sell it to them? Not only would they be doing something extraordinary to protect carbon, biodiversity and communities, but they'd also be supporting local people in their community. Everyone's a winner! Cool Earth's fundraising resources will arm you with all the materials you'll need.

## LEGAL STUFF

### EVENT LICENSING

If you're selling alcohol, have live music or dancing, or want to have collection tins in public places you'll need a licence from your local authority. Selling alcohol in unlicensed premises requires a licence from your local magistrate at least one month in advance. Head to [www.direct.gov.uk](http://www.direct.gov.uk) and search for 'licencing laws' to find out more.

### RAFFLES

If you're planning a raffle go to <http://www.institute-of-fundraising.org.uk/guidance/about-fundraising/raffles-and-lotteries/>

### HEALTH & SAFETY

Cool Earth wants your fundraising to be as much fun as possible, but do remember Health and Safety. Visit [www.hse.gov.uk](http://www.hse.gov.uk) to run through the potential risks (a synchronised swimming party with a bar might not seem such a great idea).



## TOP FUNDRAISING TIPS

### PLAN AHEAD

Pick something fun, set a date, find a venue, tell everyone! Shout on twitter and Facebook. Advertise in your local area and tell your local press.

### BE BOLD

Organising one larger event can be less time intensive than a series of small ones.

### GET SPONSORSHIP

Get a local business to sponsor your event and other businesses to donate prizes.

### ADD-ONS

Little extras can make a huge difference. Add raffles, auctions, collection boxes or food & drink stalls to your event to boost your fundraising total.

### HELP IS AT HAND

We know fundraising can be daunting, so if you feel like you're at the bottom of a very large mountain, get in touch. [info@coolearth.org](mailto:info@coolearth.org) / 01326 567 200

# ONLINE FUNDRAISING

THE SIMPLEST WAY TO RAISE FUNDS  
FOR COOL EARTH IS ONLINE

## IT'S VERY SIMPLE



- 1) SET UP YOUR PAGE
- 2) SHOUT ABOUT IT TO EVERYONE
- 3) RAISE TONNES OF CASH FOR COOL EARTH

## GET SET UP

Set up a fundraising page with Just Giving, Virgin Money Giving or First Giving (for US fundraisers) at the following links:

- [www.justgiving.com/coolearth](http://www.justgiving.com/coolearth)
- [uk.virginmoneygiving.com/charities/coolearth](http://uk.virginmoneygiving.com/charities/coolearth)
- <http://www.firstgiving.com/CoolEarthAction>

## GET THE MOST OUT OF IT

- Make your page engaging, tell the story, add photos and show people what their donation will achieve.
- Make the first donation on your own fundraising page. It shows you are serious.
- Pages that are kept updated with progress and photos raise the most money.
- Facebook posts and tweets are a great way to get the message out there, but a direct and personal email or phone call is the best way to secure sponsorship.
- Keep asking even once you've crossed that finish line. You'll be amazed at how much more cash rolls in.
- Don't forget if you're in the UK you can gain an extra 25p in every £1 donated through Gift Aid.
- Make sure you thank everyone.





# GET IN TOUCH

WE LOVE HEARING YOUR FUNDRAISING STORIES,  
AND WE'RE HERE TO HELP IF YOU HAVE ANY QUERIES



## CONTACT

EMAIL [info@coolearth.org](mailto:info@coolearth.org)  
PHONE +441326 567200

## SOCIAL MEDIA

 Cool Earth

 @coolearth

## ADDRESS

OUR MAIN OFFICE

Cool Earth  
Tremough Innovation Centre  
Penryn Campus  
Cornwall  
UK  
TR10 9TA

REGISTERED OFFICE

Cool Earth  
2 Park Street  
London  
UK  
W1K 2HX

## MAKE CHEQUES PAYABLE TO

'Cool Earth Action'

## REGISTERED CHARITY NO.

1117978





giftaid it

Text in **RED** denotes mandatory information for a Gift Aid declaration

Text in **BLUE** denotes optional information for a Gift Aid declaration

## Are you a UK taxpayer?

If so, you can use Gift Aid to make your donations (and eligible membership fees) go further by completing this declaration. If you Gift Aid your donation, the charity can claim Gift Aid tax relief of 25p on every pound you give.

Complete the form below and send it to the charity of your choice, together with your donation.

### Charity Name:

Amount £  Date  /  /

Tick all that apply.

I would like to Gift Aid this donation

I would like to Gift Aid all future donations until further notice

I would like to Gift Aid all previous donations for the charity's current financial period and the previous four

Name  Surname

Address

Postcode

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

## Notes:

1. You can cancel this Declaration at any time by notifying the charity
2. If your circumstances change and you no longer pay enough income or capital gains tax to cover the amount claimed by the charity, please contact the charity/CASC
3. If you pay tax at the higher rate, you can claim further tax relief via your Self Assessment tax return (currently 25p for each pound you give)\*\*
4. Please notify the charity if you change your name or address

\* Gift Aid is linked to basic rate tax. Basic rate tax is currently 20%, which allows charities to reclaim 25 pence on the pound.

\*\* Higher rate taxpayers can claim back the difference between basic rate and higher rate tax.

