

OTTERS NEED YOUR HELP!

IOSF



INTERNATIONAL OTTER SURVIVAL FUND
www.otter.org

Otterly great ideas to help



©Anjani Kumar



©IOSF



©Tabea Lanz



www.otter.org

7 Black Park, Broadford, Isle of Skye, IV499DE, UK - Tel: +44 (0) 1471 822 487

Email: enquiries@otter.org - Charity Number: SC003875

Thank you for choosing to help the International Otter Survival Fund

Like you, International Otter Survival Fund (IOSF) loves otters and we want to work with you to help protect them.

IOSF is a global non-profit organisation working to conserve all 13 species of otters. We do this by supporting scientists and other people working in practical conservation, education, research and rescue and rehabilitation.

Why is this so important?

By protecting these wonderful animals, we will also ensure that we have a healthy environment for all species, including our own.

Otters face many problems today including habitat loss, pollution and human conflict but one of the most serious threats is from the illegal trade. Most people are aware of this for other species but otters are often overlooked despite being at the forefront of it. Otters are widely traded for furs but demand is increasing dramatically for live animals taken from the wild for pets.



©John Pennell

Did you know that otters are a large part of the wildlife markets in Asia. They are smuggled live into countries in suitcases.

Did you know that for every tiger skin found there are at least 10 otter skins and one haul in Tibet included 778 otter skins?

OTTERS ARE SPECIAL ANIMALS AND WE NEED SPECIAL PEOPLE TO HELP - JUST LIKE YOU!

Your help in raising funds and awareness for otters means so much and we thank you now for your efforts. Don't underestimate the importance of what YOU can do – one person who cares can make a huge difference.

Remember every penny raised will go straight to help the otters and will make a real difference and later you can read case studies to show what we can achieve together.

Inside this toolkit you will find suggestions to help you come up with fun and exciting ways you can help.

We love to hear from you so just contact us for any help at enquiries@otter.org

GETTING STARTED

Before you start ask yourself..

Do I want to do something as a group, or on my own?

How much time do I have?

Social Media can be a great tool that you can do on your own and takes just a few minutes.

WHO?

Join Together - For many activities it is easier to work as a team. Ask friends, classmates, family and colleagues to help choose an idea and help on the day. You could create a challenge between departments or school houses.

Volunteers - make sure you have enough volunteers on the day and they all know what their role is!

Local Support/Sponsorship - Ask people and companies to donate raffle prizes or items for sale - it's amazing how generous people are! Someone may provide a free venue or a band may offer to play at your event.

Match Funding - A local company or your employer may be willing to match what you raise!

No amount is too small as it will buy a fish for an otter, but to give you an idea of what your money could be spent on:

£5 will feed an otter in IOSF care for a day

£10 will buy hay for otter bedding.

£30 will cover the costs of a visit to a remote school in Tanzania

£60 will buy a tub of lactose-free milk substitute for orphaned cubs

£80 will cover the cost of a box of fish from our local supplier



£100 will buy books and education material for use across the world. (Pictured IOSF's education officer at the Isle of Eigg primary school, Scotland)

£120 will buy a camera trap to monitor otters in countries like Guyana

£1,600 will cover the costs for an orphaned cub until it is released. This includes food, vet bills, heating and bedding



©Charlie Hamilton James

FUNDRAISING IDEAS

For the Active:



- **Sponsored Event** - The list is endless. It could be a run, cycle, swim or many more.
- **Sports Event** - Pick your favourite sport and run an event with teams paying to enter. You could even make it fancy dress to make it even more fun!
- **Sports-athon or 'Otter-athon'** - a stamina based event. Maybe a 24-hour sports or dance marathon. Choose what you like to do!

For the Artistic:



- **Exhibition/Sale** - Hold an art exhibition to showcase yours and other local artwork. You could sell some to raise more money. This could be paintings, drawings, photographs or jewellery.
- Put on a fashion show.
- **Face Painting** - Go to a local gala or fair and do face painting for kids. Why not paint kids into otters?

For the daring:



- **Do a sponsored mountain climb** - you could choose any challenge that suits you. Ben Nevis, Kiliminjaro or the Matterhorn? Make sure it is within your own capabilities.
- **Abseil** - a local landmark
- **Sky Dive**
- **Bungee Jump**

For the Musical:



- **Concert** - with your favourite type of music.
- **Karaoke** - Ask your local pub or hall if they would host an event.
- **Play-athon** - See if you can play for a certain period of time. Invite friends and you could take shifts.
- **Busking** - Check with your local council if you need a permit
- **'... Got Talent'** - You could hold a talent show in your local area so people can showcase their inner star.

For the Chefs:



- **Baking Competition**
- **Soup and Sandwiches**
- **Galloping Gourmet** - either each participant cooks a course or go to each person's house for a full dinner. You could even make it a competition. Diners pay for tickets/entry.
- **Green-Fingers?** - If you have too much, you could sell fruit and veg to make money for otters.
- Sell cakes, jam to friends, family, school or work
- Make your own otter cookbook? It could include otter cakes or fishy recipes.



FUNDRAISING IDEAS Continued...

For the community spirited

- **Bag Pack** - Ask your local supermarket if you can help customers pack their bags. Think when you want to do it - pick busy shopping periods and big events, like Christmas.
- **Car wash**
- **Help a neighbour** - maybe someone near you needs help. Offer to do their gardening, cleaning, shopping or ironing to help raise money.
- **Litter picking** - organise a community clean up. It could be on your favourite beach, walk, park or in a nearby forest.

Something different

- **Leg Wax**
- **Beard/Hair shave or hair dye**
- **Challenge yourself** - get people to sponsor you for every day you go without your favourite thing such as chocolate, using car/bus to school or work or playing your games console.
- **Sponsored weight loss** - get your friends and family to sponsor you for every pound you lose.

For the family:

- **Sports Day** - hold a sports day with events like egg and spoon race, sack race, 3-legged race, obstacle course. You could even make it otter-themed and hold an 'Otter-lympics'.
- **Nature walk** - go on a nature walk and count things like birds, butterflies and flowers or think of your own ideas. You could try to count 'ottery' things.



©Rita Chapman

Other events:

- **Bingo or Games night**
- **Dance night** - hold a 'come dancing' event.
- **Quiz night** - ask your local pub if they would hold a quiz, maybe even weekly.
- **Raffle** - you will be covered by IOSF's licence but contact us for more details.
- **Themed evening** - fancy dress, film night, games competition and many more.
- **TV Show night** - make your own versions of classic tv shows. Pick your favourite.
- **Stalls** - Get a stall at a summer fair, jumble sale or car boot sale selling games, books, dvds, toys etc.

For the kids:

You can use any of the above suggestions but here are some ideas just for you. Always check with your parents or guardian that they are happy for you to do something!

- **Have an otter-themed party** - try changing the usual party-games into ottery ones, like feed the otter, where you feed it by "pinning" it to its mouth. A variation on pin the tail on the donkey!
- **School event** - ask your teacher if you can sell books, cakes or other things. You could even have an otter-themed fancy dress day.
- **Colouring/Art Competition**

PREPARATION

Publicity

No matter how fun and exciting your event may be it won't work unless people know, so **get the word out.**

Social Media is the best way to get your event known. Why not create a **Facebook event** inviting all your friends and encouraging them to do the same.

Posters - create an eye-catching poster for your event. Put them around your local area, pubs, village halls or the local supermarket. This can be used on Facebook too!

The Media - tell your local paper and radio. This will help increase the people at your event and also help spread the word for otters and IOSF - which is what your event is all about!

Tell IOSF - Make sure you let us know what you are doing. We can then put it on our social media sites, our events page and even in our e-update. We can also provide: artwork, posters, our logo, collection boxes.

Licences/Permits

Make sure you have the necessary licences and permits for your event:

Raffles - **IOSF** is registered and our name must be on the tickets. Contact us for more information and our logo.

Collections - You need a licence to carry out collections in a public place or door to door. Children under 16 cannot collect money without an accompanying adult.

Selling alcohol - You will need a licence to sell any alcoholic or age-restricted items.



©Annette Olsen



**CLICK HERE FOR IOSF'S
CHILDREN'S RESOURCES
INCLUDING MASKS,
EDUCATION PACK AND MUCH
MORE**

Safety

You need to consider doing a risk assessment to make sure there is minimal risk and that you have looked into any possible dangers. You may also need a **first-aider**

Insurance

Make sure you have any necessary insurance including public liability. IOSF **cannot** take any responsibility for your event or anyone involved in it.

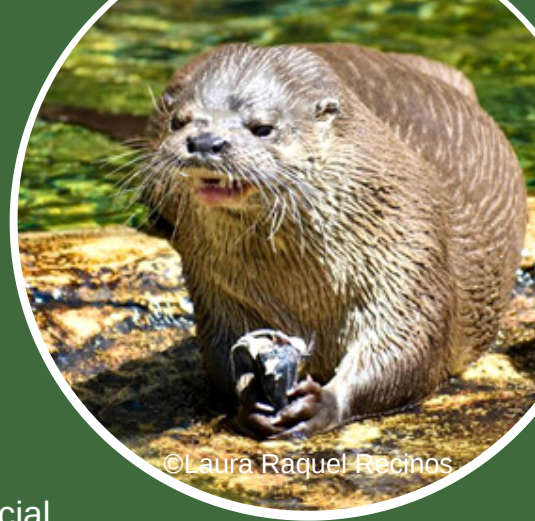
**CLICK HERE FOR IOSF'S RESOURCES
PAGE. GIFT AID FORMS, SPONSORSHIP FORMS AND CONSENT FORMS**

ON THE DAY

ENJOY YOUR EVENT! You are, of course, doing it for a great cause but ensure you have fun at the same time and you might do it again!

Be organised - Keep a list of what needs to be done, times, who's helping etc. Make sure all your volunteers know their role for the day.

Photographs - Take pictures. You could perhaps have an 'official photographer'. Offer the pictures to local press and use them on social media events/pages to maximise and draw even more attention to the cause. Make sure you have parental/guardians permission to use any photo's of children.



©Laura Raquel Recinos

WHEN IT'S OVER

Say thanks! - Make sure to thank everyone that was involved: your volunteers, sponsors, people who offered prizes and everyone that has attended. Without them the event wouldn't have been as successful.

Updates - Not everyone may have been able to attend but could have sponsored you online or offered a donation. Make sure you update all your online pages for the event (social media or sponsor pages). Remember to send it to IOSF and we can share it too!

I CAN'T FUNDRAISE

SO WHAT CAN I DO?

Share our message - Tell people how important and amazing otters are. Otters use both the land and water and therefore both need to be clean and healthy for them to survive. This is great for all co-existing species, including ourselves.

Pass it on - Once you have read IOSF's Annual Review pass it on. Perhaps you could see if you can leave it in the staff canteen, dentist or doctor's surgery, library etc. Also share your monthly E-updates.

Encourage - friends, family and workmates to support IOSF

Social Media - Follow us on Facebook/Twitter/Instagram and share our posts and encourage social media friends to follow too!

Ask - local places if they will display IOSF leaflets or collection boxes. We have both available and are happy to send them to you. Leaflets can be downloaded on our Resources page and are also available in French and German.

Translate - Can you help with translating our information leaflets into other languages.

#WORLDOTTERDAY

IOSF launched **IOSF World Otter Day** to raise awareness and support for otters and otter conservation around the world. World Otter Day takes place on the last Wednesday in May every year but choose your event date depending on effect and diaries of organisers. For example, a weekend may have a larger impact and attendance for your event.

Events vary in size and purpose. They could be fundraisers to support otter conservation; events to create awareness and/or focus on education.



SOCIAL MEDIA

In 2019, #WorldOtterDay was trending **7th in the world!** We had similar success on other social media platforms such as Facebook and Instagram. If you don't have time to run an event or a fundraiser, then post on social media and link it to any of the IOSF platforms.

DON'T FORGET TO USE THE HASHTAG
#WorldOtterDay

EVENT

Run an event for IOSF World Otter Day. Use any of the ideas in the toolkit or come up with your own event and join in IOSF #WorldOtterDay. Let us know what you plan to do, where and when and we can display it on our events/World Otter Day page and help publicise it.

LET'S MAKE THIS YEAR'S IOSF WORLD OTTER DAY THE BIGGEST YET!

IOSF has lots of resources to help you with your event. Posters, leaflets, banners and videos etc in various languages. Visit our **RESOURCES** page for more. If you need more help then do not hesitate to contact us. We are always happy to help and love to hear all about your event.

ONLINE

CLICK THE LOGOS FOR MORE INFORMATION



©Tony Goy Photography

amazon.com

IOSF has a 'Wishlist' on Amazon. These are things that help with our otter rehabilitation centre and education work. Order through AmazonSmile and IOSF will also get 0.5%!

donr

Set up monthly or one-off donations through our partners DONR. You can even donate by text if it is easier.

Give as you Live®

You can raise money for IOSF when you shop. There are a number of online retailers and all you have to do is go through GiveAsYouLive to the shop's website while shopping to raise support for otters at no cost to you!

JustGiving

Use JustGiving to maximise the outreach of your event or fundraiser. You can create a fundraising page and encourage people to sponsor you online through the link and social media.

charitycar

Donate your old car to IOSF through CharityCar

Donate your car to Afasic



Facebook Fundraiser. Visit IOSF's Facebook page and you can donate or "Create a Fundraiser". In the past people have raised money for otters on their birthday as a facebook fundraiser.



Sell your unwanted items and donate all or part of your proceeds to IOSF



Take out insurance with EverGreen Insurance Services and a percentage goes to IOSF



Recycle ink cartridges for IOSF.

FOLLOW US

Encourage your friends, family and followers to do the same. IOSF regularly posts about our work and otters and it is a very important way of getting our message across.

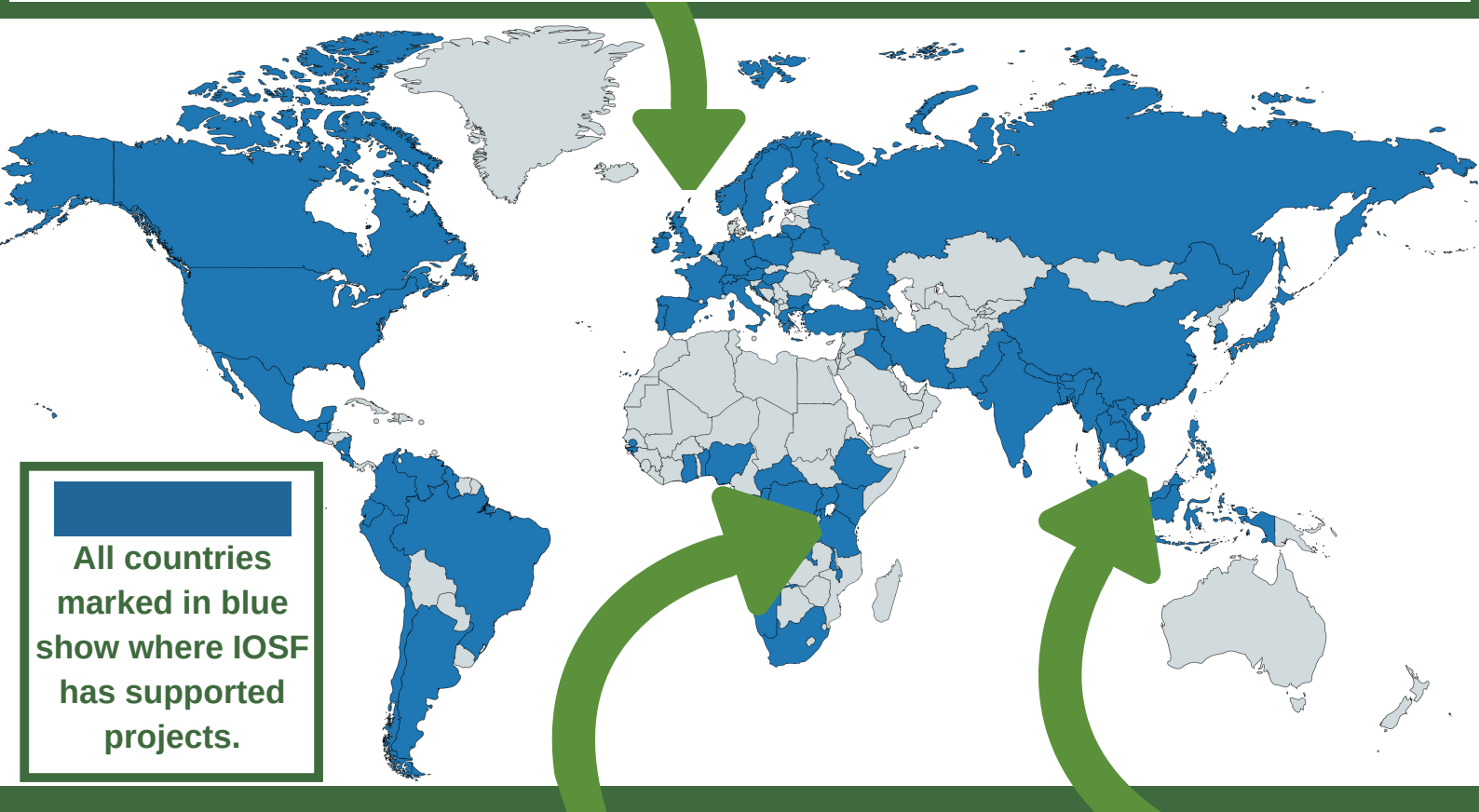
 @Internationalottersurvivalfund

 @IOSF_otters

 @IOSF

STORIES OF OUR WORK

Kyle was such a sad case but he showed the great survival instincts of otters. He was a young adult when he was found in Kyle of Lochalsh, near the Isle of Skye. He had a plastic cable tie round his neck, which was cutting in badly and you could hear the rasping as he struggled to breathe. He only survived due to help from local fishermen. Amazingly he made a full recovery and was released back into his harbour home only a few weeks later. Kyle's story also shows just how big an impact we, as humans, have on the natural world through our carelessness.



Following IOSF's first ever African otter training workshop, one attendee, William Mgomo of Tanzania began to work closely with local fishermen who regarded otters as pests. He even encouraged one fisherman to remove otter killing traps. Much of the conflict with otters here is poverty-driven and we cannot just tell local fishermen not to kill otters. Working together fishermen can keep their catch and equipment and otters are no longer killed.



In late 2008, a Cambodian fisherman changed the face of otter conservation in SE Asia, when he found a rare hairy-nosed otter snagged on his hooks – in 1998 this species was thought to be extinct. He could have sold him for his skin but he reported it and the otter went to the Phnom Tamao Wildlife Rescue Center. The otter, named Dara (Khmer for “Star”), became an ambassador for the species. IOSF funded his new home which was blessed by Buddhist monks as is the local custom when moving house.



From everyone at the
International Otter
Survival Fund..

..Thanks for helping..

Save Our Otters!



IOSF



INTERNATIONAL OTTER SURVIVAL FUND
www.otter.org