Otterley Great Ideas
IOSF Fundraising Pack

Ideas and Information to help raise money and awareness for the International Otter Survival Fund

Join In and Help Us Help Otters

WWW.otter.org
IOSF is a global organisation working to conserve all 13 species of otter by supporting scientists and other people working in practical conservation, education, research and rescue and rehabilitation. Otters live on land and in the water and are at the peak of the food chain so they are ambassadors to a first class environment.

Otters face many problems today including habitat loss, pollution and road mortalities, but one of the most serious is from the illegal wildlife trade. Most people are aware of the threats to large species such as tigers, elephants and rhinos, but otters are always overlooked. And yet they are at the forefront of the wildlife trade. 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?

IOSF supports projects to protect these wonderful animals, which will also ensure that we have a healthy environment for all species, including our own.

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 to us and we thank you now for your efforts.

This guide will help you to decide what you can do to help otters worldwide, whether it is by raising funds or by spreading the word. And remember we love to hear from you so just contact us for any help at enquiries@otter.org

You need to decide what you want to do – can you help with fundraising or would you rather help in other ways? Don’t underestimate what YOU can do – one person who cares can make a huge difference. Even if you don’t have a lot of time or money there are little things you can do and it all helps.

Inside this pack you will find suggestions to help you come up with a fun and exciting way to help otters.

Remember every penny raised will go straight into helping the otters and will make a real difference.

No amount is too small as it will buy a fish for an otter, but to give you an idea of what your money will be spent on:
£5 will help buy rehydration powder, essential to the first aid treatment and survival of injured otters

£10 will buy straw for bedding

£40 will buy a tub of specialist lactose free milk replacer for orphaned cubs

£70 will buy 1kg of special fish-eater vitamins to keep the cubs healthy

£120 will enable us to buy a camera trap and send it to researchers to help with vital field research

£500 will buy books and other education material for use in the communities where researchers are working

£1,000 will cover the costs to care for an orphaned cub until it is ready for release. This includes food, vet bills, etc.

Fundraising Ideas

We know that it can be difficult, but if you can raise even a small amount to help the otters, we will be very grateful. Here are some hints to make the most of your fundraising event.

Local Support and Sponsorship – ask companies for raffle prizes, items to sell on your stall, coffees/teas for sponsored walk participants. Someone may provide a free venue or a band may perform for free.

Match Funding - a local company or your employer may also be willing to match fund whatever you raise.

What are you going to do?

So now you know “who”, you need to know “what”. It needn’t be big and fancy but something which you can actually achieve and enjoy doing. Remember you can do fundraising any time of the year. In spring time you can have an Easter egg hunt or put a spring in your step with a sponsored walk. Summer is ideal for outdoor events such as an otter-themed picnic or a sponsored swim. Autumn could be a great time for a sponsored cycle, and parties and dances are just the thing for winter.

Who is going to help you?

Join Together - Fundraising is always a lot easier if a few of you join forces. Get together with friends, family, workmates, your school class, to choose an idea. You can create a challenge at work between departments, or join with other people who enjoy the same hobbies as you do, such as natural history societies, ramblers, line dancing, yoga class, etc.
Fundraising Ideas

We are sure you will be able to come up with plenty of ideas yourself but here are some suggestions to get you thinking:

**For the Sporty ...**

Sponsored cycle, walk, run, swim – the list is endless.
Sports challenge – football (5 or 11 a side), cricket, rugby, basketball or your own favourite sport. Teams pay to enter and you can make it fancy dress for even more fun!

Otterathon – do a sponsored event such as 24 hour dancing in relays.

**For the Artistic ...**

Arts and crafts fair or stall at a school/church fair.
Exhibition and sale - if you really are artistic you could sell a piece of your art or photos for the otters.
Make and sell your own jewellery or sell some of the pieces you don’t want any more.
Put on a fashion show or swishing event and get some new clothes at the same time.

**For the Musical ...**

Concert – jazz, folk, classical...
Busking – you will probably need a permit or licence for this so check with your local council.
Karaoke
Playathon – play your favourite musical instrument for as long as you can – why not do it with friends and do shifts.

**What about a “We’ve got Talent” show – let everyone know how big a star you really are.**

**For the Cooks ...**

Bakery competition.
Soup and sandwich lunch or coffee morning.
Galloping Gourmet – arrange a dinner where you eat one course at one house and then move on to another for each of the courses. Everyone has a chance to eat and a chance to cook. Diners pay for their tickets.

Too much fruit or veg in the garden – sell it for the otters.
Sell cakes, jam, etc to friends, family, or at school or work
Make your own ottery cookbook – maybe specialising in fish recipes?

**Group Activities and Special Events ...**

Dance – ballroom, disco, ceilidh, line-dance, salsa, flamenco ...
Film night or pantomime.
Bingo or games night.
Quiz – ask your local pub if their weekly quiz can be in aid of the otters.
Raffle – you will be covered by IOSF’s licence but contact us in advance for details.
Fancy dress party or otter-themed evening.
Fundraising ideas

Do your own version of TV shows – Mr and Mrs, Who Wants To Be A Millionaire.

Stalls – book a stall at a summer fair, jumble sale or car boot sale selling all sorts of things – plants, nearly new clothes and toys, books, games, etc.

Something a bit different …

Leg wax.

Beard shave or hair cut/dye.

Sit in a bath of baked beans and get sponsored per hour.

A special challenge …

How long could you go without chocolate, crisps, using the bus or car to school/work, playing a computer game?

Trying to lose weight – get sponsored for each pound you lose.

Hold a teachers v pupils or students v staff challenge.

Abseil, sky dive or climb Kilimanjaro or Scafell Pike!

Competitions:

Art or photography.

Writing poetry or short stories.

Guess the weight of …

Name the cuddly otter.

For the Community Spirited …

Ask your local supermarket if you can help customers pack their bags.

Car wash.

Do a neighbour’s gardening, shopping, cleaning, washing and ironing?

Litter picking, beach clean-up.

For the Whole Family

A sports day with events like egg and spoon; three-legged race; sack race; obstacle course or local Otterlympics with various sports.

Go on a nature walk and count how many different things you can see, such as birds, trees, flowers or insects.

Family games challenge – Scrabble, Monopoly, Articulate, Twister.

Visit somewhere or do something new.

For the Kids

You may like to do some of the things already suggested but here are some special ideas for you. Always check with mum and dad that they are happy about you doing this.

Ask your teacher if you can have a stall selling cakes, arts and crafts or books and toys or even have a fancy dress day.

Colouring/Art competition.

Create a joke book or puzzle book – you can make it otter themed.

An otter-themed party or picnic. How about ‘put the fish in the otter’s mouth’ instead of ‘pin the tail on the donkey’? Cut your sandwiches into fish shapes.
**Fundraising Ideas**

- Put on a magic show, concert or play.
- Treasure hunt.
- Face painting.
- Make your own birthday/Christmas cards and sell them to friends and family.
- Sponsored skipping, trampoline, silence and room tidy.
- Help family or friends – wash the car, do the hoovering, help in the garden, etc.
- Charge the family for using the loo – yes, this has been done to raise money for the otters!

**Pennies here and there go a long way …**

- Ask for an IOSF moneybox and collect your coppers.
- Ask your local shop, restaurant or pub to have a collection box – contact us for official boxes and registration form.
- Make a line of coins.

**Make the most of the funds you raise …**

**Gift Aid:** if you will be taking donations we can claim tax back from UK taxpayers. Contact us for forms.

**Fundraising Pages:**

Create a Fundraising Page for your event where supporters can donate/sponsor you. IOSF is registered with the following but there are other platforms available:

- easyclick
- JustGiving
- GoFundMe
- CharityChoice

**Use your social media platforms to promote your fundraising events and post/tweet etc on IOSF’s pages:**

- Pinterest: Otter Charity
- Tumbler: InternationalOtterSurvivalFund
- Instagram: iosf_otters
- Facebook: International Otter Survival Fund
  - (Group)
  - International Otter Survival Fund
  - Otter Shop
- Twitter: @IOSF
Preparations...

Be Realistic
Don’t take on too much. Choose something which you know you can achieve rather than being over-ambitious. And make sure you have all you need to make it a success.

Date, Time and Place
Check that your event doesn’t clash with something else locally and that your venue is well known and easy to get to.

Publicity
No matter how good your event is, it won’t work if you don’t get the people. So get the word out.

Posters on noticeboards in libraries, sports centres, local shops; Facebook and Twitter. Some areas will provide free publicity through “What’s on”.

The Media – Tell your local paper and radio. This will not only bring more support for your event but help to spread the word about otters and IOSF.

Make sure we know what you are doing. We will put it on our Events page, social media pages and, with sufficient notice, we can publicise it through our e-newsletter.

We can also provide:
- Posters
- IOSF Logo
- Collecting Boxes
- You will find Gift Aid, sponsorship and consent forms at the end of this Fundraising Pack.

Volunteers – Make sure you have enough people to help on the day. It will be more fun and you won’t be completely exhausted at the end. Also make sure that everyone knows what they are meant to be doing and where and when – it often helps to make a list so you don’t overlook anything.

Be Safety Aware
Take time to think about a risk assessment to make sure that there is minimal risk in what you are planning and that you have looked into any possible dangers. You may need a qualified first aider.

Consent
If children are involved get written consent from their parents/guardians. You may also need written consent from any landowner where you plan to hold your event.

Licences and Permits
Make sure you have any necessary licences and permits - contact your local council for advice on what you need. Licences may be needed for the following:

Raffles – IOSF is registered with The Highland Council and our name must be on the tickets as the Promoter. Contact us for more information.

Collections – You need a licence to carry out collections in a public place or from door to door. Children under 16 are not allowed to collect money from the public without an adult.

Selling Alcohol – Again you will need a licence for this unless you are covered by someone else’s licence.
Preparations...

**Food Hygiene Regulations** – Guidance notes can be found at the Food Standards Agency web site [http://www.food.gov.uk/business-industry/guidancenotes/hygguid/charity-community-groups/#.UycS0D-s1nN](http://www.food.gov.uk/business-industry/guidancenotes/hygguid/charity-community-groups/#.UycS0D-s1nN) but again, contact your local council.

**Busking** – check with your local council.

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**Insurance** – Make sure you have any necessary insurance including public liability insurance. We are afraid that we cannot take any responsibility for your event or anyone who takes part in it.

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**On the Day**

- Firstly, have fun and good luck!
- Be organised...
- Arrive in plenty of time and check that you have everything you need.
- Make sure your volunteers know exactly what they are expected to do.
- Photographs – assign one of your volunteers to be “official photographer” so that you have a great record of the day. Make sure they get written permission to use any photos they take – you will find a consent form at the end of this Fundraising Pack.

**Be Safe**

- A lot of people in one place can be dangerous especially if there is traffic about. If necessary assign a volunteer to direct people and deal with lost children.
- Make sure you have someone who is trained in first aid and that if you are holding a large event it is clear where that person can be found.
Say thanks - First, and most important, say thank you to everyone involved – all your volunteers, sponsors, people who provided teas/coffees, etc. They have all helped to make your event a success.

Contact us and tell us all about it – remember to send us your photos too. We will then tell you how to send in the money you have raised.

Updates - Put an update on your Event Page (Every Click/Givey/Charity Choice/Just Giving), and Social Media to tell everyone about the success of your event. Remember to send it to us so that we can retweet it. You Tube - If you have any film of your event you could upload a clip to You Tube and pass it on.

But I Can’t Fundraise, so What Can I Do?

Publicity
• Tell people about otters and why they are important – otters use both the land and water and so both need to be clean and healthy – this is not only good for the otters but for all species, including our own.
• Encourage friends, workmates, relatives, to become members themselves.
• Follow us on Facebook/Twitter and retweet messages.
• Put a link to our website in your email signature.

Other ideas
• Adopt an otter or buy other ottery goods from the Ottershop for birthday and Christmas gifts.
• Ask us for Otter Shop order forms and we will send goods direct to people who order through you.
• You can turn every pound you spend online into money for the otters at no extra cost to yourself when you Give as you Live www.giveasyoulive.com/join/internationalotto
ttersurvivalfund. Get your favourite brands, shop at countless stores including Amazon, M&S and Argos, book travel and holidays through companies such as The Train Line and Thomas Cook. Even learning to drive through BSM.
- eBay - Sell your unwanted items through this huge marketplace and donate all or part of your proceeds to IOSF.

Everyclick gives you lots of ways to raise more money for IOSF:
Everyclick - Search the web and raise money for IOSF
Use Everyclick - Donate to make an online donation
Everyclick - Sponsorship lets you launch an appeal and organise sponsorship/donations
With Everyclick - Shop online with leading retailers
Everyclick Local lets you search and post online classifieds

- Stamps - Send us your used stamps (ask at your local Post Office, library, school or supermarket if you can put up a poster to collect more).
- Scrapping or changing your old car – then check out Give-A-Car and sell it for the otters.
- Ink cartridges and mobile phones – IOSF is registered with Recycling4Charity. Follow the link to our page and find out more.

- If you are working, encourage your employer to become a corporate sponsor or match-fund your donations.
- Think of IOSF in your will.

Recycling Ideas
- Clothes - Donate your old clothes to IOSF by visiting our page on the Charity Ecosystem site. They will collect them for free and donate their value to us! [UK only].
As you know, IOSF works both at home and abroad to conserve all 13 species of otter. The impact of the funds you raise can reach beyond the individual otter and have a long lasting effect on whole communities. Here are three stories to show you just what your money can do:

Kyle was such a sad case but he showed the great survival instinct of otters. He was a young adult and was found in the harbour at Kyle of Lochalsh, just off Skye. He had something around his neck which was cutting in badly. Only when he was sedated by the vet could we see the true extent of his injuries, which had been caused by a cable tie. His head was terribly swollen and you could hear his rasping breath even after the cable tie was removed. But miraculously he recovered and a few weeks later he was released back to his old haunts in Kyle Harbour. Kyle’s story helped to highlight the problems of litter to our wildlife.

In 2010, we received an email from Glen and Rita Chapman in Kikongo, a remote village in the Democratic Republic of Congo (DRC). It read, "A hunter brought a dead female Congo clawless otter from the forest today. He also had a white newborn female pup - eyes still closed, but very much alive... outlook is bleak." It is a long story but the outlook was far from bleak, and Mazu the otter thrived. Mazu had a profound impact on the local people and received visits from elders of neighbouring villages. Rita later wrote, "Yesterday, we were informed that some children found a mouse, cleaned it up, put powder on it, and want to make a house for it. They say they want to do like Mama Rita is doing with the otter! Isn't it nice that some kids are beginning to see some creature as more than meat? Is this the beginning of conservation I wonder?" It was indeed and although Mazu is now back in the wild, her influence remains in the form of the Kikongo Otter Sanctuary. Delphin and Sico, two local men, are an important part of the team caring for more orphaned otters and spreading the word.

In 2012 Apoorva Kulkarni began a community project looking at attitudes and conflicts between fishermen and otters in Karnataka, India. A local fisherman, Shivu, acted as her field assistant and he is now assisting with more otter conservation work in the area. This came at a very welcome time as he and his wife had a new baby and the extra income is a great help to the family. He told Apoorva, “this is your field, your land...you may come whenever you want ... we are here to take care of you and your otters.”
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