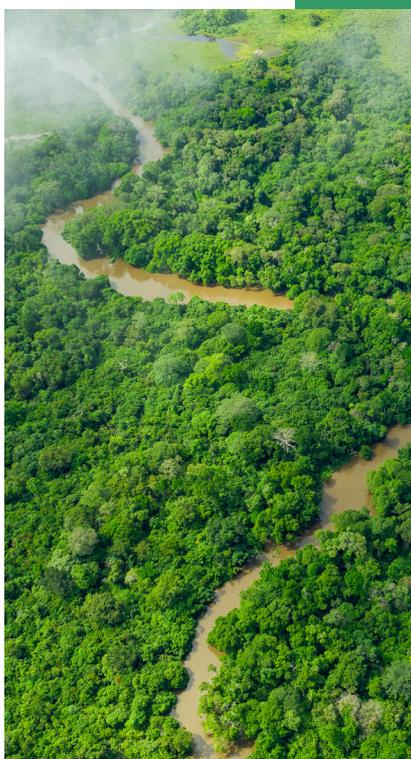




RAISING FUNDS FOR TREESISTERS



JOIN OUR
REVOLUTION FOR
NATURE & RAISE
FUNDS FOR
A CLEANER,
GREENER FUTURE

A NOTE FROM OUR EXEC DIRECTOR



On behalf of all of us at TreeSisters, welcome to our Fundraising Guide. Firstly, thank you! Thank you for your consideration, support and commitment to standing up for nature and the future of our planet.

We couldn't be prouder to be part of this incredible network, coming together for trees, nature, women, community, and change. We want you to know that your support, large or small, makes a real and tangible difference, and we hope this guide's tips and tools will assist you in raising vital funds for a greener, cleaner, more equal future.

Nature is not somewhere you visit; it is us, it is home, and we must stand up and protect it before it is too late. We have a long road ahead, but we are so profoundly grateful for people like you who are choosing to step into restoration and join our revolution for nature.

Thank You.



Georgina Gorman
Executive Director
TreeSisters





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FUNDRAISING FOR TREESISTERS

Fundraising for TreeSisters is a commitment to a better future; a more equal and balanced world for all its inhabitants. Without amazing businesses and individuals fundraising for us, TreeSisters could not deliver vital reforestation projects, champion women's empowerment, or advocate for and reconnect everyone with our natural world. We are incredibly grateful for the generosity of people like you, who give their time, money and expertise to support our vision and mission. Thank you.

TreeSisters is a social change and reforestation charity that places forest restoration into everyone's hands. We fund ethical, community-led planting projects that empower women and support local and indigenous communities. Together we have so far funded over 27 million trees across multiple locations, including Brazil, The Democratic Republic of the Congo, Borneo, Kenya, Cameroon, West Papua, Nepal Mozambique and Madagascar.

We also advocate for nature and work to tackle the root cause of climate change by educating and inspiring everyone on the importance of reconnecting and living in alignment with our natural environment. We embed women's empowerment, community, biodiversity, and nature into everything we do and seek to challenge dominant power structures while employing a rights-based approach to conservation. Lastly, we encourage a global shift from a consumer to a restorer culture in order to take the necessary steps to protect our planet and live more harmoniously with our natural world before it's too late.

While none of the activities suggested are prescriptive, we encourage you to think about how your activity can raise money and positively impact you, your community and the environment. Look for something that allows you to connect with nature and is good for your wellbeing. Alternatively, you could help connect others with nature by planting, educating, protecting or restoring in your community.



FUNDRAISING IDEAS

There are so many ways to fundraise in aid of TreeSisters which contribute to the protection and restoration of nature.

MAKE A DAY OF IT

Raise money with others at school, your workplace, or your community. Coming together, you can achieve more, have fun, and add a bit of healthy competition. You can take on a team challenge, like a relay race, cycle, or obstacle course, or arrange an event in your area. Here are some ideas to get you started:

- A dress-down or fancy dress day.
- Host a raffle or nature art auction.
- Organise a sports tournament, music night or exhibition with ticket sales going toward TreeSisters.
- Host a quiz featuring questions about trees, nature and the environment.
- Arrange a "tree party"; it could be a coffee morning, seasonal dinner party, bake sale or street party; consider going plant-based with locally grown ingredients.
- Organise a community litter pick at your local beach, park or green space and add a suggested donation.
- Rebalance and connect with nature by leading an outdoor yoga session or nurture day.
- Educate others by giving or organising a local talk or lecture about nature, trees or the environment.
- Reuse and recycle by holding a clothes swap, flea market or plant sale in aid of TreeSisters.



TAKE ON A CHALLENGE

Set a personal or team challenge and get sponsored to raise funds. There are many existing events and challenges that you could join, or you could create your own. Just set a goal, big or small, and go for it! You could:

- Take part in a sponsored walk, run or cycle.
- Climb a mountain or hill.
- Take on a wild swimming challenge.
- Give up something for a day, a week, or a year. Bonus points if it gives back to the planet. For example: go meat-free; ditch the car; only purchase second-hand; give up plastic; stop buying your disposable morning coffee.

There are so many ways to integrate protecting the environment and nature into your fundraising challenge. As well as raising valuable funds, you can use the opportunity to challenge yourself and educate others on the importance of looking after our planet.



REUSE AND REPURPOSE

Think about the life cycle of the products you already have but don't use or need. Instead of throwing things away to end up in a landfill, could you repurpose them? Perhaps you could sell them at a garage or car boot sale, auction them off, or upcycle them to raise valuable funds for TreeSisters.

MAKE THE MOST OF YOUR SKILLS AND PASSIONS

Whether you enjoy baking, art, music, yoga, gardening or something else, we all have unique skills, talents and passions. This can be a great starting place for fundraising, often making it more exciting and engaging.

- Make and sell seed bombs or wildflower seed gifts.
- Arrange a bake sale or "tree party".
- Paint or create something and auction it.
- Perform or host a concert or gig and ask for donations.
- If you're a teacher, you could host a special online or in-person charity class. This could be yoga, meditation, music, painting, cooking, etc.
- Make and sell wildlife homes and hotels to encourage your community to bring nature into the garden.
- Help people (re)connect with nature and raise money simultaneously by organising and leading nature walks or forest bathing in your local community.

If you're inspired by nature and the trees, you can create art, cook food or host an event that will help to inspire others too.

RAISE MONEY ONLINE

You can fundraise from your home or workplace to help minimise costs and resources. You could host a virtual quiz, live stream a gig, virtual screening, or gaming marathon.

You can live stream through your [JustGiving](#) fundraising page or add a JustGiving donate button if using a platform like Twitch.

You can find some helpful information here:

- [How to stream an event](#)
- [Gaming for good](#)

RAISE MONEY INSTEAD OF RECEIVING GIFTS

Consumerism and overconsumption are some of the biggest threats to our planet. Instead of gifts, why not request donations to TreeSisters for your birthday, wedding, retirement or religious/seasonal holiday? This has double the impact by reducing consumption AND ethically reforesting and restoring our forests. You can set up a birthday fundraiser or similar through [Facebook](#). You can find a guide on this [here](#) or use [JustGiving](#).



FUNDRAISING HACKS

Get the most out of your fundraising, with some top tips from TreeSisters.



THE CHALLENGE

Challenge yourself, your team or your community - take on something that pushes you to try something new or go further than you ever have!

SET YOUR GOAL

Set a fundraising target that you think is achievable but that will motivate you and others.

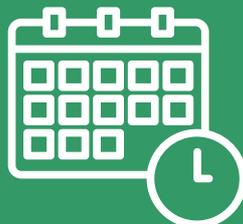


BEYOND RAISING MONEY

Think about how the activity you choose can positively impact you, your community and the environment.

START EARLY

The sooner you start, the more time you have to train, spread awareness and raise more money. Data suggests that the earlier you get your first donation, the more you will raise.



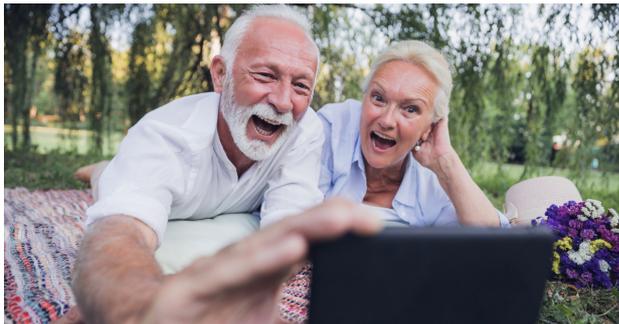
H **a** **V** **E**
f **U** **N**

That is, after all, how you spell FUNdraising. Do something that inspires you and you will enjoy, even if it's challenging.



SHARE, SHARE, SHARE

Now is your time to shine. Connect with friends, family, neighbours, and colleagues. Ask them to support your challenge by sharing and sponsoring your fundraising activity.



SHOUT ABOUT YOUR FIRST DONATION

Once you have your first donation, this will encourage others to give. You could donate to yourself to kickstart your campaign or, even better, if you have a generous friend, family member or colleague who you think might give a large amount, then ask them to make the first donation as it will encourage others to give more.

CELEBRATE

Take the time to share updates and celebrate milestones and successes throughout your fundraiser.



TELL YOUR STORY



Personal impact is powerful and engages people with your fundraiser.

Utilise social media to let the world know why fundraising for TreeSisters is important to you!

GOOD LUCK!



WHO, WHAT & WHERE?

We want you to shout from the hills about your fundraising activities and tell your friends, family and colleagues why you have chosen to fundraise in aid of TreeSisters.

To help you on the way, we have provided you with some key information about TreeSisters and what we do. *(You can also find more information on page 3 of this guide and on our website).*

TreeSisters is a global reforestation and social change charity.

We have two key focuses **Conservation** and **Education**.

Our conservation and green cover work aims to take direct climate action through:

- Ethical, community-led reforestation and planting projects
- Women's empowerment and participation in all our projects
- Protecting existing and old-growth forests
- Restoring and protecting biodiversity and species habitat
- Building alliances with indigenous and original peoples

FUNDRAISING PACK

Our education and social change work includes:

- Advocating for the rights of nature
- Reconnecting with our natural world
- Integrating nature into business
- Challenging dominant power structures and amplifying marginalised voices and alternative ways of living
- Respect of inherent rights and a rights-based approach to conservation



27 million+

Together, we have so far funded the ethical planting of over 27 million trees globally.



Through reforestation our trees will absorb carbon, stabilise weather, restore water cycles, enrich soil and help mitigate climate change.



Our planting projects are worldwide and include Brazil, Borneo, the Democratic Republic of the Congo, Kenya, Mozambique, Madagascar, Nepal and West Papua.

100

different tree species. By utilising indigenous species and fostering local knowledge and skills, we can recreate and restore natural forest ecosystems.



We fund ethical, community-led planting projects that empower women and support local and indigenous communities.



The projects we support re-establish diverse forest ecosystems, protect multiple critically endangered species and help restore crucial habitat and biodiversity.

“

Our mission is to work in harmony with trees and their communities for the planet to survive and thrive.

”

Our approach is one of a holistic project portfolio. This means that when you donate to us, you contribute to a carefully and well-vetted series of projects supporting planting across multiple locations. We view each project as contributing equal value to make up the whole, with our focus on women's empowerment and working with local and indigenous communities and supporting their needs.



SETTING UP A FUNDRAISING PAGE

Now that you've decided how to raise funds, the next step is setting a fundraising target and getting sponsored.

The easiest way is to set up a fundraising page with JustGiving. This allows you to collect sponsorship and Gift Aid, which will automatically transfer to TreeSisters upon completion.

This is a step-by-step guide on how to set up your JustGiving fundraising page:

1. Visit: <https://www.justgiving.com/fundraising-page/creation/?cid=263952>
2. If you have an existing JustGiving account, then "log in". If not, then "sign up" to create an account.
3. Choose what activity or event you are participating in to raise money, such as a physical challenge, live streaming or fundraising in memory.
4. Fill out the details of your fundraising activity or event.

5. Select "create your page".

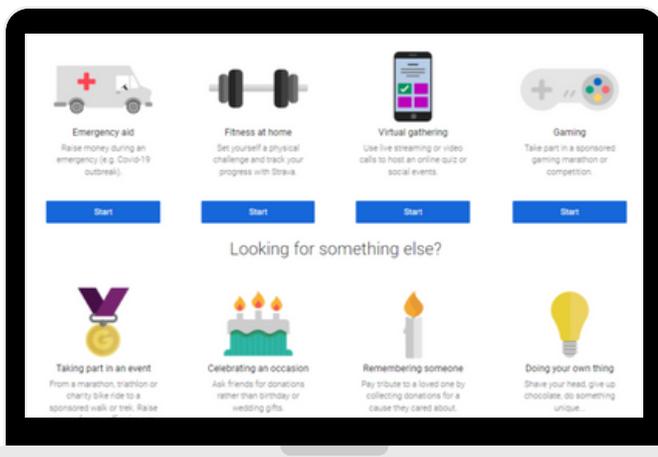
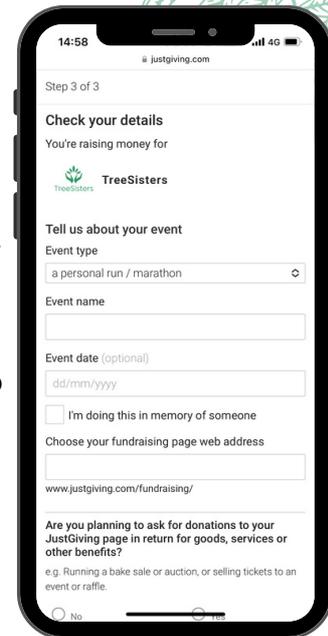
6. You can then personalise your page by:

- Changing the cover photo.
- Setting your fundraising target.
- Updating your page summary and story.
- Adding photos to your gallery.

7. You can also:

- Integrate donations to a live stream.
- Add offline donations to your fundraising total.
- Set an expiry date for your page.
- Customise the thank you message that your supporters will receive.
- Use a QR code to promote your page.
- Create a team (you can find a helpful [guide to team pages here](#)).
- Connect your page to a company.
- Connect your fitness apps, such as Strava or Fitbit, to your page to allow it to update your activities automatically.
- Post updates and post again. Let your network know how you are getting on, and don't forget to add TreeSisters' social handle to your posts.

8. When you're ready, share your page with your friends, family and colleagues.





GETTING SOCIAL

Now that you've chosen how you'll fundraise, set your target and created your page, it's time to tell the world. You can do this in many ways, from in-person to personalised emails and messages to putting up posters. A great way to spread the word is to utilise your social media networks to help you reach as wide an audience as possible.

Social Media Top Tips

1. **The Why:** Make sure to share your why. Why is this cause important to you, bring people into the reason behind your fundraising.
2. **The What:** What are you doing, and what can people do to help?
3. **Keep posting updates** on your progress. Whether how much you've raised or how the fundraising event or challenge is going.
4. **Share your fundraising page** far and wide, remembering to connect any fitness apps if relevant to show your progress.
5. **Utilise the social media graphics in our fundraising pack.**
6. **Tag TreeSisters** in any posts. You can find our social media handles/accounts below:
 - twitter.com/treesisters
 - facebook.com/TreeSisters
 - instagram.com/treesisters_official
 - linkedin.com/company/treesisters
7. **Add hashtags** to reach a wider audience. For example: #TreeSisters #trees #nature #restoration #conservation #treelove #lovetrees #climatechange #forests #naturalworld #reforestation #charity #ecofriendly #sustainability #community #savetheplanet #InstaTrees #TreesOfIG #IGTrees #InstaTree
8. **And Ask,** Ask, Ask for support and sponsorship.



A herd of wild elephants caught on camera returning to the TreeSisters supported reforestation project in Mount Kenya

“ If the project continues reforesting as we are, then our **struggles in life will lighten** over time as we protect the forest.

- Alexis, Planting Team Manager





THE LEGAL BITS

- Ensure that when you are fundraising for TreeSisters you use the phrase “fundraising in aid of TreeSisters” and only use the “in aid of” logo supplied in the fundraising pack.
- Please do not send us cash; we cannot accept this. Setting up an online fundraising page is the easiest way to get your fundraising money to us. This allows all funds to be directly transferred to us. If you prefer not to set up a fundraising page and collect donations offline, you can transfer the funds raised directly through our website at treesisters.org/give, or alternatively, [contact us](#) to pay by cheque or bank transfer.
- While we can't share every fundraiser, we love hearing your stories and fundraising efforts. We will only share content where we have explicit consent or where consent is implied, i.e. you have set up a public fundraising page in aid of TreeSisters.
- Each country and region will have legal requirements for certain fundraising activities. We have covered some of these in this guide and our terms and conditions, but please check any local requirements.
- Street collections in the UK require licenses, as per the conditions set by the local authority. Whilst these can be sought, we do not encourage this type of fundraising.
- Please note that we do not have collection boxes or buckets or any branded materials other than those included with this fundraising pack.
- We can't assist you with your event, and whilst we will endeavour to support you with your fundraising, we are a very small team, so please bear this in mind before getting in touch. Most questions should be answered within this guide, and you should have all the tools you need to fundraise in our fundraising pack.
- When organising a fundraising activity or event, please consider the materials you use. For example, try to limit single-use plastics or the need to print large quantities of marketing materials.

Thank you!

SALES FUNDRAISING

If you are fundraising for TreeSisters by selling products or services, donating a % or fixed amount to us and promoting TreeSisters as a beneficiary, please [get in touch with us](#) for further information.

Regardless of whether you are a business or not, if you are linking the sales of a product or service to donations, which could include, for example, the sale of tickets, books or pieces of art, then it is a requirement to have a legal agreement in place.



THANK YOU!

Whatever you choose to do, we are profoundly grateful to all our wonderful and unique fundraisers. Thank you for your creativity and passion, for joining our revolution for nature and raising money for nature, trees, the future, and TreeSisters.



Get in touch:

If you have a question not answered in this guide, and want to get in touch, please contact us at support@treesisters.org

USEFUL BITS

In our fundraising pack, alongside this guide, you can find some useful pieces to help make your fundraising a success:

- Our “Fundraising in aid of TreeSisters” logo and guidance on how to use it.
- A poster template for you to print and use in your office, school or local community.
- Social media graphics for you to use on your channels to show that you are fundraising in aid of TreeSisters.
- A sponsorship form if you would like to collect sponsorship offline.
- Our “Fundraiser Terms and Conditions”. Please make sure you read, understand and agree to these before embarking on any fundraising activity for TreeSisters. These terms and conditions are designed to help you fundraise in the best possible way whilst ensuring you abide by relevant regulations and best practices to best support TreeSisters.

If you are printing posters and sponsorship forms, please do so mindfully. We're not against printing but we are against wasting our precious resources. Save paper, Save trees.



Fifth Floor
Mariner House
62 Prince Street
Bristol
England
BS1 4QD

UK Charity ID. 1149961