

FUNDRAISING PACK

Charity No. 306077

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Why fundraise for Chester Zoo

Chester Zoo is home to over 30,000 animals and over 500 different species. As a conservation and education charity, the work we do has never been more important. The pressures on our environment, and the animal species that depend on their natural habitats, are growing every day. That’s why we need every resource possible to continue our fight to protect and preserve nature.

We are fortunate to share our planet with incredible animals and plants. At Chester Zoo, we work both here in the UK and across the world to safeguard vulnerable species from extinction.

By fundraising, you are helping ensure nature can survive and thrive.



Visit our website to explore our global conservation programmes and discover the projects you can support.



A force for nature, worldwide.

We are a global conservation zoo, working in **over 20 countries** to help nature survive and thrive. Our conservation activities are focused on six regions across the world. These areas have many varieties of plants and animals, but they are some of the most at risk on Earth.



What will my fundraising achieve?

Thanks to all our dedicated supporters Chester Zoo has achieved some amazing successes. Every pound you raise can make a huge difference, here's how:

£100

This would provide a tree pack for 50m of hedgerow, creating homes for animals like harvest mice.

£125

This could help our important work to protect elephants. By learning more about Elephant endotheliotropic herpesviruses (EEHV), we can find better ways to treat sick elephants. £125 could help us check the herd each week to see if the virus is spreading.

£300

This could pay for a workshop in Indonesia to teach zoo staff how to care for animals.

£500

This could purchase a camera trap and protective equipment to support our work with giant pangolins and other wildlife in Africa.

Fundraising successes

Here are a couple of achievements thanks to our fundraisers:

Support around 2024's Big Give enabled us to install 20 new camera traps on our nature reserve here in Chester. By doing this we are able to train AI software to recognise species and monitor their habitats. Helping us ensure UK nature continue to thrive.



A button-sized snail once thought extinct has officially been saved after our expert team bred the snails in specially designed pods here at Chester Zoo. Over 100,000 have now been released into the wild so they can thrive, where oversized colonies of the released snails have successfully established in Bermuda.

Thanks to people who took part in Run for Nature we were able to conduct extensive giraffe population monitoring in Uganda which has led to an increase in the population at Murchison Falls National Park.



Through a generous multi-year commitment from two individuals, we are supporting young children from communities in Assam to explore, learn and lead conservation efforts that aim to reduce human conflict with elephants.

A real fundraising success – Jack's Story

In 2025 Jack Bowles asked his dad if he could take on an ambitious challenge: to raise money to support the conservation of the Mangabe Protected Area in Madagascar.

Madagasikara Voakajy are one of our valued conservation partners and in 2025, visited Chester Zoo to celebrate their 20th anniversary and highlight two decades of dedicated conservation work in Madagascar. Inspired by their impact and passion for protecting Madagascar's unique wildlife, including lemurs, Jack wanted to play his own part in supporting their mission.



To fundraise, young Jack decided to kayak across England's deepest lake (Wast Water), before climbing England's highest mountain (Scafell Pike) raising an incredible £1,232 from his supporters!



During his visit to the zoo, he had the chance to meet the team, hear about the difference he's made, and, of course, spend time with his favourite species, the lemurs.



Just like Jack, there are many ways you can take part, help a cause you care about, and make a big difference.

Next steps & fundraising tips

Choose your fundraiser

Whether it's a bake sale, a 10k run or a skydive, choose something to challenge yourself and fundraise for.

Set up your page

Set up your fundraising page via **Enthuse** by visiting our page and selecting fundraise for us. **You can do this by scanning the QR code.** You will then be directed to create a page so you can start receiving donations.



Tell us

Get in touch with us via email: **fundraising@chesterzoo.org**

We are here to support you through every step. We would love to hear from you and discuss any plans you may have to fundraise.



Donate

If you are collecting cash and would like to make a donation via bank transfer or cheque, please send us an email to **fundraising@chesterzoo.org** and we can provide further information.

Tips to boost fundraising

- 1. Get the word out** and spread your message on social media, tell your friends and family or even mention this at work/school. The more people who know, the more will want to support your work.
- 2. Set yourself a target** as this helps to keep you focused on your progress.
- 3. Tell your story** on your fundraising page and why this is important to you, whether this is because Chester Zoo means something to you or the cause you are supporting. Your passion will shine through.
- 4. Add a photo** to your page, this will make your page more personal, and people are more likely to make a donation and support you.
- 5. Adding impact measures** will show how your fundraiser is directly making an impact to an appeal. This will make donors feel that they are having more of an impact from their donation.



Ways to fundraise

There are so many ways you can fundraise to support us and get everyone involved. Our top 5 ways to fundraise include:

A sponsored sport

This could be anything from a 5K run, sponsored swim or even jumping out of a plane.

Fancy dress/non-uniform day

Host a fancy dress or non-uniform day at school or work and ask for a donation to do this. You could even come as your favourite animal.

Zero waste

Challenge yourself or as a group to go zero waste. Not only will you be fundraising but you will also be helping our climate at the same time.

Sweepstakes

Hold a sweepstake for any event. This could be a relevant TV show or competition and split the donations between the winner and Chester Zoo.

Bake sale

Baking is a great hobby and you could turn this into supporting wildlife. Why not host a bake sale and show off your skills.

The possibilities are endless, there are other ways to get involved. You can also reach out to the fundraising team who would love to discuss any ideas.



Let Chester Zoo be your inspiration



Challenge yourself



Fundraising at work and school



Nature inspired fundraising

Find more ways to
fundraise here →



FAQ's

What is Gift Aid?

If you are a taxpayer in the UK, we can ask HMRC to pay 25% on top of your original donation and the best part is, it doesn't cost you a penny! That means that if you are a taxpayer and have donated £10, we can claim an additional £2.50 if you tick the gift aid box. *Gift Aid T&C's apply.

How can I send my donations to Chester Zoo?

If you fundraise via Chester Zoo's Enthuse page the funds will automatically be sent to us and you don't have to worry about a thing.

Alternative ways can include:

Cheque – Please make all cheques payable to Chester Zoo and send to:
Fundraising Department, Cedar House,
Caughall Road, Upton, CH2 1LH

Online – You can pay in your donation online by going to www.chesterzoo.org/donate

Can I do a street collection?

You can't collect donations on the street or in a public place without a licence to do so. If you are fundraising in a private place (for example, an office or a school) then this is fine as long as you have written permission. You can also ask for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.

Fundraising online

Fundraising online through social media platforms is absolutely fine and is also a great way to raise money and spread awareness to a wider audience. You can direct people straight to your fundraising page for them to make a donation.





Safety first



- Ensure that you only collect donations and sponsorship from people that you know and trust.
- Make sure children are supervised and do not collect money on their own or from strangers.
- If you are aged under 18, please include a parent, guardian or teacher in all your plans and communications.
- If you are holding an event, make sure the venue is safe and don't forget crowd control.
- Think about security if you are carrying money around.
- Make sure adequate first aid cover is available and fire regulations are in place for larger events.

Legalities

- Do not do house to house or street collections - this is illegal without a local authority licence.
- If you plan to fundraise on private property, make sure you have permission from the owner first and find out what insurance you may need. This includes fundraising at places such as your school, college or workplace. You can also ask us for a Letter of Authority so we can confirm that you are fundraising in aid of Chester Zoo.
- If holding a large event, check with your local authority, on whether you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences).
- If you intend on doing a raffle/lottery, check the rules with your local authority or the Gambling Commission.
- Chester Zoo cannot accept liability for any fundraising activity or event you undertake. Most venues will have insurance to cover events organised on their premises but please check that any liabilities to the public are covered to protect yourself as well as others.
- Chester Zoo is registered with the Fundraising Regulator and all our fundraisers must adhere to the Fundraising Regulator Code of Practice.

Please visit www.fundraisingregulator.org.uk for more information.



Other ways to make a difference

There are many other ways you can support Chester Zoo to continue our efforts and protect wildlife for generations to come.

Become a Patron

When you become a Chester Zoo Patron - you firmly join our Chester Zoo family and show your dedication to our ongoing conservation work both at the zoo and across the world.

Your patronage will bring you closer to the natural world and to our work to conserve threatened species. As a Patron, you will gain an exclusive insight into our groundbreaking conservation work taking place at the zoo and across the 5 key global regions in which we work. Alongside many benefits, you will have the chance to meet and speak to our pioneering teams and find out first-hand how we care for and protect threatened species.

Memberships start from £600 as a Wildlife Patron, Please contact us for more information.

Leave a gift in your will

Without gifts in wills, we wouldn't be able to do all we do to ensure nature can survive and thrive. Gifts in wills provide a vital contribution to our conservation work at Chester Zoo and across the globe. You can make your will with our free will scheme, there is no obligation to include a gift to our charity but we hope this would be something you might consider.



Adopt an animal

Adopt your favourite animal from just £5 a month and help wildlife thrive. You'll get a welcome pack and extra goodies, and every adoption supports our vital work protecting species across the world.

Naming opportunities

We know that our zoo holds many wonderful memories for families and friends, and we are honoured to provide supporters with the opportunity to celebrate special moments and special people. Chester Zoo has naming opportunities to celebrate the people and moments that matter most with you. We can also arrange ash scatterings at our Chester Hub to remember those close to us.

We are incredibly grateful for all your support. Gifts of all sizes play a pivotal role in helping us to save species and ensuring our work continues long into the future.

For any further information of further opportunities please contact us via email fundraising@chesterzoo.org and we can support you further.



It is difficult to express how much it means to have people who are just as passionate as us to prevent extinction and support our mission. Together we are fighting to ensure a future for the amazing wildlife we share our world with and we can't do it without you.

Your fundraising is deeply appreciated and you are a vital part of our mission.

Sponsorship form

Event Name:

Date: / / Fundraiser name:

Address:

Phone:

Email:

[illegible]

*by ticking the gift aid box next to your donation you confirm 'I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in this tax year, it is my responsibility to pay any difference.'



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