



CHESTER ZOO

PREVENTING  
EXTINCTION  
from home



# KEY

-  Suitable for indoors
-  Physical activity
-  Suitable for outdoors
-  Great for nature lovers
-  Family-friendly activity
-  Virtual activity
-  Grownups only please
-  Suitable for schools & learning bubbles
-  Adult supervision required



## FUNDRAISE AT HOME

What if we told you that you could send some serious love to Chester Zoo, or another of your favourite charities, with a few super creative fundraising ideas?

By making fundraising fun, getting your friends and family safely involved, and doing something you're passionate about, it will not only give you something great to focus on over the next few months, but **YOU** will also make a genuine impact in protecting endangered species **ALL OVER THE WORLD!**

Let's make it positive and do things that make us feel good about ourselves whilst at the same time raising money for our favourite causes. Don't forget to upload your fundraising journey on social media, or on your crowdfunding page - your sponsors will love to see your progress...and so will we!

Whoever you are, and whatever you want to do, thanks for thinking of Chester Zoo at this time, and we hope our handy guide helps.

Some of these ideas can be used in schools also as fun ways to keep classes together beyond the formal schoolwork. Some can also tie in with broader educational themes of biodiversity and sustainability.

## NEW YEAR, NEW YOU...

Let's sweep 2020 away and wipe the slate clean for a better year ahead. And what better than to learn a new skill, have a makeover or have a spring clean!

### Go fuzzy for furries

Growing a beard or a moustache has been an old favourite with fundraisers for many a year, and now is the perfect time to do it (as you can hide away if it goes wrong)! Get sponsorship for every day you nurture the fuzz.



### Out with the old

Have a charity 'Spring Clean' and declutter your house, whilst raising vital donations for your favourite charities. Sell your old clothes, shoes and other household items (please make sure they are unwanted first) on an online platform and do your bit for sustainability by eliminating waste going to the tip!



### Barefaced cheek

Working from home brings us the opportunity to embrace our barefaced beauty! So get some friends to sponsor you to post daily pictures on social media. Or, if you're feeling brave, maybe consider shaving off your beloved facial hair!



### Learn a language

Be it Spanish, Japanese or British Sign Language, learning any new language is a great skill; good for your brain and for your CV. Get your friends and family to sponsor you to give you that added incentive and keep them updated on your progress! There are loads of online free tutorials to help you.



### Share your new skills

If you've already learnt a new skill in one of our many lockdowns, why not share this with your friends and or business networks and teach *them* something new. Host an online yoga session, a cooking or mixology class, or present an online workshop. Ask for donations to your charity of choice instead of charging for tickets.





# LET'S GET PHYSICAL...

Staying fit and healthy has taken on a new importance, so get your family and friends behind you to shed a few unwanted pounds with the added bonus of helping a charity.

## Take on the challenge...

Climbing your stairs, laps of the garden, or jumping on the exercise bike can all be great ways to get fit. But why not make it Chester Zoo-focussed and raise money to prevent extinction? Choose a height/distance relevant to something important to you (eg. **11 miles** of pathways around the zoo, **4095m** is the height of Mount Kinabalu on the Malaysian island of Sabah, home to our rhinoceros hornbill project). Part of the fun is picking the number, and then achieving your goal!



## Strava challenges

This was one of our favourite challenges from Save Our Zoo - people using their Strava app to write the names of, or even to draw a picture of, their favourite animals! Create your own Strava Zoo and post your updates on social media. Your followers will be amazed!



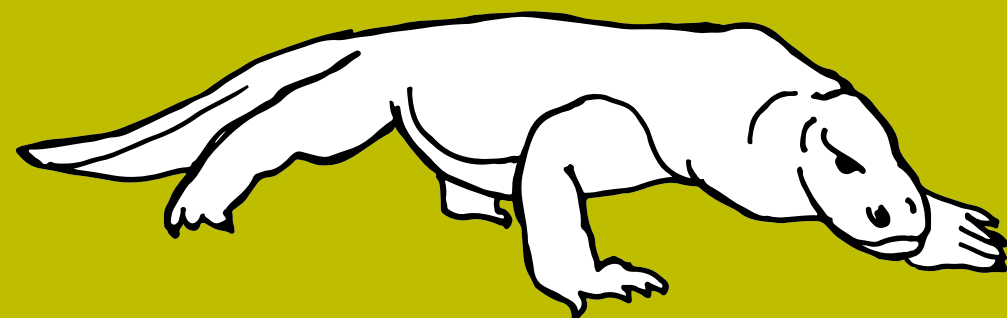
## Reps for...reptiles!

Be it push ups, sit-ups or burpees - whatever you enjoy - set yourself a target and get some sponsors to support your epic efforts. Don't forget to update people on your progress and inspire others to do the same!



## Maximise your once-a-day...

We can all get out for fresh air once a day, so why not make your daily walk, cycle or run round the block build up to an incredible goal? The classic is Land's End to John O' Groats (874 miles), or the Coast-to-Coast walk (182 miles), but we're sure you can think of something more creative! Get yourself motivated with the help of some sponsors and off you go!



# FAMILY FUN...

Juggling home-schooling with home-working is a challenge so many of us are facing, and finding new ways of keeping the family busy, cheery and doing wonderful things together is more important than ever.

## Host a virtual 'no sleep' sleepover

A great excuse to stay up and online with your friends ALL NIGHT! Pick a platform and spend all night chatting, reading ghost stories, playing music or gaming. Don't forget to stock up on midnight snacks, and make sure you don't do it on a school night!



## Crafty Creatures

Put your crafting skills to good use and create animal art for every day of the week. You can use paint, pens, felt, beads, stones and even twigs from the garden. Post pictures for your family and friends to enjoy & 'sell' your crafty creatures for donations.



## Online pet show & tell

Who needs an excuse to show off their furry, scaly or feathery friends? Get online and present to your friends or class all about why your pet is special, or maybe do an agility course with your dog in the garden, or list 10 facts about your reptile buddy. You can have lots of fun prize categories and even incorporate a quiz about your favourite pets. The options are endless, and people could give a small donation to enter.



## Don't reinvent the wheel...there's lots of stuff out there

Download some of our free Chester Zoo resources from the website for lots of conservation-focussed things to do with kids. For some added warm fuzzy feels, see if you can make some of these into fundraising challenges or competitions and get your virtual communities involved.





# CONNECT WITH NATURE...

Just because we have to stay indoors more, this doesn't mean you have to go without a connection to nature. Roll up your sleeves and get busy with the wildlife on our doorsteps.



## Do a sponsored birdwatch in your own back garden

Grab a notebook and a snack and keep very very still... Record all the birds you see for half an hour to an hour and then share your sightings with friends online. You can even set up a bird feeding station near to a window so you can take photographs and share them.



## Lots to 'zoo' at home

Create your very own zoo, wildlife park or nature reserve in your home or garden and get your family to donate for virtual tours! Use artwork, building bricks, cuddly toys and cardboard boxes to create an amazing space and show it off for charity! Don't forget to watch our Chester Zoo videos on YouTube for hints and tips about how to be the very best zoo keeper.



## The green-fingered challenge

Plants are massively important to our eco-system, so embrace the leafy goodness in your house or garden. Challenge your neighbours, friends or classmates - who can grow the largest tomato plant, the biggest courgette or the tallest sunflower? Make a donation for competition entry, and celebrate by 'growing for good'!



## Sponsored litter picking

Combine getting outdoors and taking daily exercise with helping the environment *and* making your local area better for wildlife. Make sure you have all the right equipment to keep you safe, and only do this with members of your own household/support bubble. You can make a huge difference - challenge your neighbours to do the same when they take their daily exercise.



# WITH FRIENDS AND COLLEAGUES...

We've all had to learn how to socialise in different ways recently and it's so important to keep connected with friends and loved ones, so we've thought of some ways you can have fun together for social good.

## The (dreaded) Quiz Night!

Yes, yes, we know...we all got fed up with them by the end of the first lockdown but actually they were pretty good fun weren't they? Get everyone together on a virtual platform, find some new and original rounds - from 'identify the animal from this sound' and 'guess the celebrity from the dodgy waxwork' to 'name that beard' and 'the baby photo challenge'. Go on, relive the novelty of online quizzes - the more effort you put in, the more fun you have!



## Zoom nights 'out'

Arrange some digital meet ups and donate some what you may have spent actually going out to your favourite charity. Why not hold an Italian night, a coffee morning or a wine tasting? How about a 'Dial-in' movie night, a classy dinner party, an indulgent spa night, or a fancy dress party (dress as your favourite animal!). Ask for a small donation in return for a virtual 'invite' and get your glad-rags on!



## Gaming for Good

Host a tournament or livestream playing your favourite game on a platform like Twitch and link it to your JustGiving page! #GamingForGood is a great way to engage with others that love gaming and raise money!



## Do the catwalk

Treat your friends to an online fashion show with clothes from the depths of your wardrobe! Create some great outfits from things that haven't seen the light of day for a while, giggle about your fashion disasters from the past, earmark pieces to swap. Make a donation in lieu of tickets!



## Skill circles

Everyone in your group or family has their 'thing' - be it the best lasagne, the best fluffiest Yorkshire puds, the best Piña Colada or the best darned socks. Have an online skill circle and pass on your talents to each other. Anyone can join and learn the secret....for a donation!



## Virtual sports

Crack open the beers and get competitive over your favourite sports...right from your sofa. Have you got an old darts board or foosball table kicking around in the attic or shed that you can stream a game to your friends? Or draw up a playlist of historic penalty shoot-outs on YouTube and place pretend bets on the winners. Charge a donation for team entries and whoever guesses the outcome correctly gets to choose the charity.



# AND IF YOU'RE FUNDRAISING FOR CHESTER ZOO...

Thank you **SO MUCH** for your support during this difficult time. The love, the passion and the energy shown by all of our communities during this crisis has completely humbled us.

## We can support YOUR fundraising activity by:

- Sending you a *Preventing Extinction* T-shirt if you're doing a physical challenge (limited stock available)
- Post you out a certificate (or certificates!) to say you've been amazing
- Post you out some 'Chester Zoo Says I'm Brilliant' stickers (who doesn't love stickers)
- Email you a letter of authority if you're fundraising offline too (like a raffle)
- Email you a commercial participation letter if you're selling goods and making a donation from sales
- Give you masses of Chester Zoo love and appreciation!

## Things we unfortunately CAN'T do:

- Accept offline donations in cash. We're operating cashless at the zoo at the moment, so the best thing to do is bank your donations and add them to your JustGiving total (& watch the % go up!)

- Plug you on social media – there are just too many of you!!! But if you post and tag us in we'll be sure to reply and like!
- Provide free tickets or competition prizes – as much as we'd love to, we just don't have the financial resources and we must be fair to everyone
- Help you jump the queue for zoo tickets – we're on strict numbers for safety reasons, and once they're gone, we're up to capacity
- We can't sell things in the shop for you – but we're always happy to send your details to our Buyers for future reference
- Exchange donations for adoptions. Adoptions still support us massively, but if you want to fundraise to purchase adoptions please set up a JustGiving *Crowdfunder* and be super clear about how you're going to spend the money raised in your story.

Following on from the pandemic, the road to recovery will be long and uncertain, but it's made easier knowing we have **you** by our side.

**You've** made our future look a little less bleak.

**You've** made, and continue to make, a **MASSIVE** difference.

*Thank you!*

CHESTER ZOO

JustGiving