



# LEADING THE CHARGE

Everything you need to know to start your  
London Marathon fundraising.



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**FUNDRAISING  
REGULATOR**





# WELCOME TO TEAM RHINO!

The London Marathon is the world's biggest annual fundraising event, with more than 40,000 people taking part each year. Since 1992, Save the Rhino has had a team in the London Marathon every year, and we're so pleased that you're joining us for the 2022 event!

Our team is one of the the biggest for a charity of our size: with more than 50 guaranteed Golden Bond places each year, as well as more individuals that join our team with their own ballot places.

The London Marathon is our biggest fundraising event of the year, and it's also one of our favourite days in the calendar, as we get to meet you and many other fantastic supporters just like you!

On the day, our lovely staff and volunteers set up near the starting pens in Greenwich Park, armed with bananas, Vaseline and safety pins. We're around to soothe any nerves, get our rhinos ready and into costume, and wave you off. While you're making your way around Londn, we make a picnic, gather everything together, and head to the finish line.

There, we set up the 'rhino rug' and wait for you and your fellow Rhino Runners to arrive! We'll great you with big smiles, snacks, treats and beers, ready for you to begin your well-deserved celebrations (and rest!)

You'll definitely remember London Marathon day as one of the best days of your life!



# HOW DOES YOUR FUNDRAISING HELP?

£3 can provide a life-saving first aid kit.

£10 could buy a foam mattress for a ranger on patrol.

£8 pays for a ration pack for one ranger.

£15 could provide a teacher with a Conservation Guide, full of lesson plans and activity ideas for their students.

£50 can buy a waterproof jacket for rainy season.

£100 could help to pay for a public awareness event to reduce rhino horn demand in Viet Nam.

£122 can pay for a field ranger's uniform.

£300 could pay for a local community project farming initiatives grant, helping communities develop sustainable methods to manage natural resources.

£1,000 could provide medical treatment for rhinos including implanting transmitters into horns or removing snares.

IMAGE CREDITS FROM TOP TO BOTTOM: TRISTAN VINCE, WWW.MANAEADOWS.COM, JAMES LEWIN, EDUCATION FOR NATURE VIETNAM, NAMIBIA MINISTRY OF ENVIRONMENT AND TOURISM

# GETTING STARTED



## How to start fundraising

### Set up an online fundraising page

Setting up an online fundraising page is the best way to raise money. These pages make it easy for your friends and family to sponsor you, and are useful for you to keep track of your fundraising total. All donations come directly to Save the Rhino - including Gift Aid for UK taxpayers.

We recommend setting up your page as soon as possible. Please use JustGiving and link to our London Marathon 2022 campaign: [www.justgiving.com/campaign/RhinoRunners2022](http://www.justgiving.com/campaign/RhinoRunners2022)

We've got more tips on our website to help you to [get the most out of your fundraising page](#).

US-based fundraisers looking for tax effective giving can set up a fundraising page via [www.firstgiving.com](http://www.firstgiving.com). One-off donations can be made via Save the Rhino International Inc (SRI Inc), a 501(C)(3) not-for-profit organization. For bank details, please contact [cathy@savetherhino.org](mailto:cathy@savetherhino.org) or donate online at [www.savetherhinoinc.com](http://www.savetherhinoinc.com) ensuring that you add a note to make it clear that the donation is to support a named runner in the 2022 London Marathon.

### Choose an activity

There are many fun and interesting ways to raise funds. In this pack we've included some great ideas to get you started. You can find a full A-Z of fundraising ideas on our website.

Top tip: think about the type of event that your friends, family and colleagues would like to attend. Tailor your event to something you and others can be enthusiastic about.

[www.savetherhino.org](http://www.savetherhino.org)

## Popular ideas



KYLENE WRIGHT

### Bake sale

Sell delicious rhino themed baked goods. Perfect for the office, school and public places.



HOWE LONDON

### Craft sales

Turn your creative skills into fundraising. Food, candles, soap, jewellery and knitted, crocheted and hand-sewn items are all popular choices.

## Set your fundraising goal

How much money are you hoping to raise? Consider revenue from crafts, food and drink, ticket sales, raffles, auctions and donations.

Be realistic – people can be put off if you ask for too much, but don't miss opportunities to get people into the spirit of the cause and donate.

## Create a budget

You'll need to raise funds above and beyond your spend. Budgeting will help you to keep costs in perspective.

Have a think about what you will need; ingredients, food, drink, volunteers, music, venue, decorations, prizes, collection boxes.

## Pick a venue and date

Find an appropriate venue for your event or activity. Plan early so that you can investigate all options and try to be as flexible on dates as possible. Be sure to check for any additional costs.

Get the date arranged early to ensure that as many people can come along before their calendars start to fill up.

## Promote

Promote your event to as many people as possible. Tell your friends and family; share it on social media; put up posters; promote it at work, school or on local notice boards. You are doing something incredible and it's worth telling everyone about it! Find out our [top tips for promoting your fundraising](#).

## Free fundraising resources

We have lots of free fundraising materials such as leaflets, cash collection boxes, stickers and balloons available on request, and you can find [downloadable fundraising resources](#) on our website.

## Event sponsorship

Ask businesses to sponsor your event by providing a service or product for free. Local businesses such as restaurants or shops are always a great start. Many businesses have a budget for charitable sponsorship every year, so the earlier you ask for donations such as gift cards, goodie bags and food / ingredients, the better.

Event sponsors can also provide a marketing and promotional benefit by advertising your event at their place of business.

**You can find more advice and an A-Z of fundraising ideas ideas on our website:**

[www.savetherhino.org/get-involved/fundraise](http://www.savetherhino.org/get-involved/fundraise)

**“The London Marathon rhino team get together every year to run the 26.2 miles and all meet for a rhino picnic at the end! There's no other day that compares, it's my favourite day of the year!”**

**Gillian Silverthorn, 2019**

## ... a few more!



### Pub quiz

Ask a local pub if you can host a quiz. Raise funds by selling tickets.



### Safari supper

Host a safari themed dinner party and ask for donations for your hospitality.



SINAN BOZKURT

### Fancy dress party

Organise a party at home, work or a venue for hire. Sell tickets to raise money. Make it animal themed.



"I've had an absolutely incredible day! Always an absolute privilege to run for Save the Rhino. Thanks to an amazing team! Feel like I have made a ton of friends so thank you everyone! I'm already looking forward to running with you all again"

**Rhino Boy Chris, 2019**



JON SUTCLIFFE, LONDON MARATHON EVENTS

### Asking for sponsorship

Completing a marathon isn't easy, and sponsorship is a great way to raise money, but who should you ask?

- Friends, family and colleagues
- Work - many companies offer match sponsorship for their employees
- Your community - you are doing something for a good cause, and local people will be proud and willing to help you out

[Your online fundraising page](#) is the most effective way to collect sponsorship. You can share the link to your page on social posts and emails. Add the link to your email signature, Facebook page, Instagram profile, or Twitter account. Remember to personalise your page! As well as online fundraising, you can use sponsorship forms to put on bulletin boards at work, the gym or your local community space. You never know who will want to sponsor you. If you would like sponsorship forms, contact [events@savetherhino.org](mailto:events@savetherhino.org).

Ask your friends and family to help drum up support for you. Get them to ask their friends and colleagues to sponsor you. The more people you ask for help, the more money you will raise.

People are normally very willing to donate, but can be forgetful. Usually, you'll need to send more than one reminder before they commit, so don't be afraid to keep asking.

Around 20% of online donations come in after people finish their event, so ask again straight after the marathon. A follow up social post or email to thank everybody is a nice touch, and your enthusiasm will show in your correspondence.

### Pay in your fundraising

All money paid into your online fundraising page comes directly to Save the Rhino - so you don't need to worry about this. You can also pay any offline donations into your own bank account and donate to your fundraising page using your own credit / debit card.

Find out more information on [how to pay in your fundraising](#).

All funds collected should be sent to Save the Rhino within one month of collection. Expenses must not be deducted from the sums collected unless you have approved this with Save the Rhino International and made it clear to your donors.

**If you have any questions, contact us at:**  
[events@savetherhino.org](mailto:events@savetherhino.org).

## Last, but not least!



### Games night

Host an evening of games with your family and friends. Ask your guests to donate to take part and enjoy snacks.



### In lieu of gifts

Use your occasion to ask for donations instead of gifts.



### Charity collection

Organise a charity collection to raise funds at a busy public place or space near you. Contact us for guidance and advice on organising your own.

# Fundraising guidelines

Advice on keeping things safe and legal whilst raising funds through a public event.

## Collecting funds

You will need a licence from your local authority to collect funds door to door, or in a public place. It is illegal to do this without a licence, and there are special rules about collection buckets as well. Please contact your local authority if you are thinking of fundraising in this way.

For collections on private property (shopping centres, supermarkets, train stations etc.) please contact the owner / company for permission.

## Raffles and lotteries

There are strict laws relating to raffles and lotteries. For more information please visit:

[www.gamblingcommission.gov.uk/for-the-public](http://www.gamblingcommission.gov.uk/for-the-public), or email [events@savetherhino.org](mailto:events@savetherhino.org) before you organise a raffle or lottery.

## Organising events safely

- It is your responsibility to ensure that your event is organised efficiently and safely. (Save the Rhino does not accept any responsibility for your event nor for anyone who participates in it)
- If you are organising a sporting event, party or dance, you should conduct a risk assessment to ensure that you have plans for participant safety. The Health and Safety Executive has further information: [www.hse.gov.uk](http://www.hse.gov.uk)
- Please make sure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected
- Ensure that your event is properly and adequately supervised. If children are involved, this includes:
  - Providing adult supervision
  - Checking that the child's parents / guardians have given permission for their child to take part
  - Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you might need for your event
- Check if you need any special licences; e.g. a public entertainment licence or licence to sell alcohol



## Gift Aid

Gift Aid is a scheme that enables UK charities to claim tax back on all donations made by individual UK taxpayers. This scheme is very important as it increases the impact of every donation received, at no extra cost to you.

For every £1 received, an extra 25p can be claimed by Save the Rhino International.

All that's needed from your sponsors / donors are their names and addresses, and their authorisation by ticking the appropriate box alongside their name.

Please try your very best to ensure that all eligible donations have Gift Aid authorisation, and reassure your sponsors that these details are only needed for HMRC purposes. They are not used for marketing. Please get in touch to request Gift Aid forms.

## Fundraising materials and publicity

Please make it clear that you are fundraising 'in aid of' rather than 'on behalf' of Save the Rhino International.

**Events don't have to be huge to work. The key is to make them fun and interesting, something that will inspire more people to get involved!**

**Need more advice?**

**Get in touch:**

[events@savetherhino.org](mailto:events@savetherhino.org)

+44 (0) 207 357 7474



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