

What will YOUR challenge be?

Everything
you need to
take the challenge
and raise money for
Birmingham and
the Black Country
Wildlife Trust!



Day Challenge!

26th February - 9th April 2020

The 40 Day Challenge!

To celebrate 40 years of The Wildlife Trust for Birmingham and the Black Country, we're aiming to raise £40,000 to help us conserve and improve local habitats for wildlife to thrive for future generations.

The 40 Day Challenge is part of this appeal.

Whether you give something up and donate the money you save, get sponsored to achieve a 40 theme challenge, gift 40p each day or do something completely different - every penny donated will go direct to helping us reverse local wildlife decline, right here in Birmingham and the Black Country.



Your fundraising potential...

£25

Make and install a bat box to provide safe roost to rear bat babies

£50

Create a hedgehog home to keep hibernating hogs happy

£100

Maintain hedgerows to connect habitat and provide fertile hunting ground for barn owls

£250

Wild place survey so we can be nature's voice in planning application & developments

£500

River clean up to encourage otters and kingfishers to make their home here

Thank you

Thank you for choosing to support The Wildlife Trust for Birmingham and the Black Country. Despite being surrounded by diversity of wildlife and wild spaces, our urban species and habitats are in decline. We work tirelessly to prevent this but it's fundraisers like you that make our work possible.

Included in this pack is everything you should need for your 40 Day Challenge

Whether you're taking a Wild Welly Walk, organising a Wildlife Quiz or a Really Wild Cake Bake, don't forget to let us know what you're up to - contact us at fundraising@bbcwildlife.org.uk with your stories, photos and questions.

Good luck and thank you from all the team at WTBBC



Get Set, Go WILD

1

Choose your challenge

We've provided some ideas to inspire you but don't limit yourself, choose something that works for you

2

Get pledges

Go to <https://www.justgiving.com/campaign/40kfor40years/> to set up your personalised Justgiving page, tell people why wildlife matters and get sharing! Alternatively print our pledge form and ask friends and family to support you

3

Complete your challenge

Print the chart so you can record your progress every day. Share your updates on social media with a link to your donation page

4

Pay in your donations

If you're not using JustGiving, please pay in your donations as soon as possible, using one of the methods on p9, so we can put the money to work for local wildlife straight away!

Don't forget to tag the Trust in all your social media so we can support you too!

@WTBBC
/WTBBC



Your 40 Day Challenge

Give it up!

We all have things we find it hard to do without, can you abstain for 40 days and donate the money you save to the Trust?

Takeaways

Can you cope without takeaway for 40 days? If you spend £10 a week on takeaway food - that's around £55 over 40 days - which could provide a hedgehog home for one of the 30% of surviving hedgehogs

Swearing!

Can you have a swear jar on your desk or in your staff room for 40 days? Depending on how wild your language you could make a real difference to wildlife by adding 50p everytime you slip up

Coffee

Will you swop coffee for water for 40 days? Donate the savings or get sponsored by colleagues Good for you, most excellent for wildlife.

Chocolate

The traditional lent abstention, this year why not donate the money you save!

Alcohol

Forget Dry January and Sober October, this year go dry for 40 Days and watch your donations add up

Online shopping

Fill your basket - then instead of buying donate the total straight to the Trust!

SUGAR SINGLE-USE
PLASTIC SWEETS
SMOKING BREAD CHIPS
CAFFEINE BISCUITS
SWEARING
MEAT DAIRY
PALM OIL NAIL BITING

I'm a crisp monster, I LOVE them! I'm going to do my best to give them up for 40 Days and donate the money I save to Birmingham and the Black Country Wildlife Trust.

Emma T



Your 40 Day Challenge

Daily Challenge!

What could you do every day for 40 days?

Walk a mile, or 4...

Fire up your pedometer and challenge yourself to walk more. You could add 4,000 steps on top of your current daily average. Will people donate to encourage you?

As above

But running, or cycling - use a treadmill or rowing machine but get out in nature when you can!

Master a new skill

Set aside 5 minutes a day to learn something new, a word, a fact, an insect species... Share on social media with a link to your donation page

Origami

Learn to fold a paper bee (<https://www.origami-resource-center.com/easy-origami-bee>) make 1 a day then sell them to colleagues and friends for a £1 donation

Declutter

Can you sell something you no longer need on Ebay or social media then donate the cash? You get rid of 40 pieces of clutter, 40 people get a bargain, instead of buying new and you support local wildlife! Even easier do one social media post with images of the 40 items for sale and invite friends and family to bid.



WALK A MILE
RANDOM ACT OF KINDNESS
LEARN & USE A NEW WORD
KNIT 4 BLANKET SQUARES
(THEN AUCTION THE BLANKET)
KEEP A DIARY
WALK TO WORK
DO A LUNCHTIME LITTER PICK
WRITE A POEM
(HAIKUS COUNT!)
TAKE A PHOTO
LEARN A BIRD CALL

I love hedgehogs! I'm going to do 40 maths questions in 4 minutes every day for 40 days. I'm going to ask my family to sponsor me 1p for each correct answer, If I get them all right that could be £16 from each person!
Ramsay M

Your 40 Day Challenge

Challenge!

Can't commit to every day? Set a 40 themed challenge that counts across the whole 40 Days.

Discover

Explore local canals and rivers by planning 40 miles of walks

Walk, run, row, swim or cycle 40 miles

Keep a daily record of your miles and aim to hit 40 by the end of the challenge

Origami

Learn to fold a paper bee (<https://www.origami-resource-center.com/easy-origami-bee>) make 1 a day then sell them to colleagues and friends for a £1 donation

WALK 40 MILES
READ 40 BOOKS
SPEND 40 HOURS IN NATURE
SELL 40 CUPCAKES
40 HOURS ZUMBA



I'm going to do a 40-themed triathlon, over 40 Days I will row 40 miles from Stratford to Birmingham, run 40 miles and cycle 40 miles. I'll get sponsored for every mile I complete!

Jake W

A background image of a dense colony of bees, with many bees visible in the foreground and background, creating a textured, golden-brown pattern.

Your 40 Day Challenge

Something COMPLETELY Different!

40 not your thing? You can always do something completely different to help us reach our £40k target!

**SPONSORED SILENCE WELLY WALK CAKE SALE NO LAUGH
CHALLENGE CAR BOOT SALE COFFEE MORNING ODD
SOCK DAY NAME THE TEDDY COUNT
THE JELLY BEANS LUCKY DIP CAR WASH
WEAR YOUR WELLIES TO WORK DAY**

Pay!

Please pay in your donations as soon as possible so we can put them to work protecting local wildlife!

JustGiving is our preferred way to collect donations, that way we get 100% of the funds you've raised without you having to chase people or worry about paying in cash.

Sign up at www.justgiving.com/campaign/40kfor40years and go to 'Events'

If this is not feasible;
Please ask people donating by cheque to make them directly payable to 'The Wildlife Trust for Birmingham and the Black Country'

For your own protection the donations you've collected should be witnessed to verify the amount raised.

All cash donated must be kept in a secure place and banked as soon as possible

If you haven't used JustGiving you can pay in the money you've raised;

BY PHONE

Call 0121 523 0094 and ask to speak to the Fundraising team

POST

Post a cheque to:
Fundraising Team,
The Wildlife Trust for Birmingham and the Black Country,
Centre of the Earth,
42 Norman Street,
Birmingham B18 7EP

BANK TRANSFER

Please call our finance team on 021 523 0094 for bank transfer details

Please email fundraising@bbcwildlife.org.uk so we can confirm your money has reached us safely and send you a certificate and thank you!
Please include:
Name
Details of Event
Phone Number
Address

You may find it useful to print the resources on the following pages;

1. Pledge Form

2. Wall Planner so you can update your progress - don't forget to share it on social media too!

3. Social Media poster - fill it in and let people know what you're doing





My Challenge:

bbcwildlife.org.uk
fundraising@bbcwildlife.org.uk | 0121 523 0094
Charity No: 513615

[illegible]



Day Challenge

bbcwildlife.org.uk
fundraising@bbcwildlife.org.uk

My Challenge: _____

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40		

I'm taking the




Day Challenge

by “

”





Our fundraising
team are here to
help!

0121 523 0094
fundraising@
bbcwildlife.org.uk

Thank You

for standing up for local wildlife,
We think you're Otterly Pawsome!

Image Credits: Little Owls, Russel Savory. Fox, Jamie Hall. Heron, Terry Whittaker/2020VISION
Badger, Andrew Parkinson/2020VISION, Buff-tailed bumblebee, Chris Lawrence

