

Running FOR THE **RAINFOREST** FUNDRAISING PACK



eden project

**Marathon
09.10.11**

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Registered charity number 1093070

Running FOR THE RAINFOREST

Thank you for joining Eden's running team, in doing this you are taking positive steps towards conserving the world's rainforests.

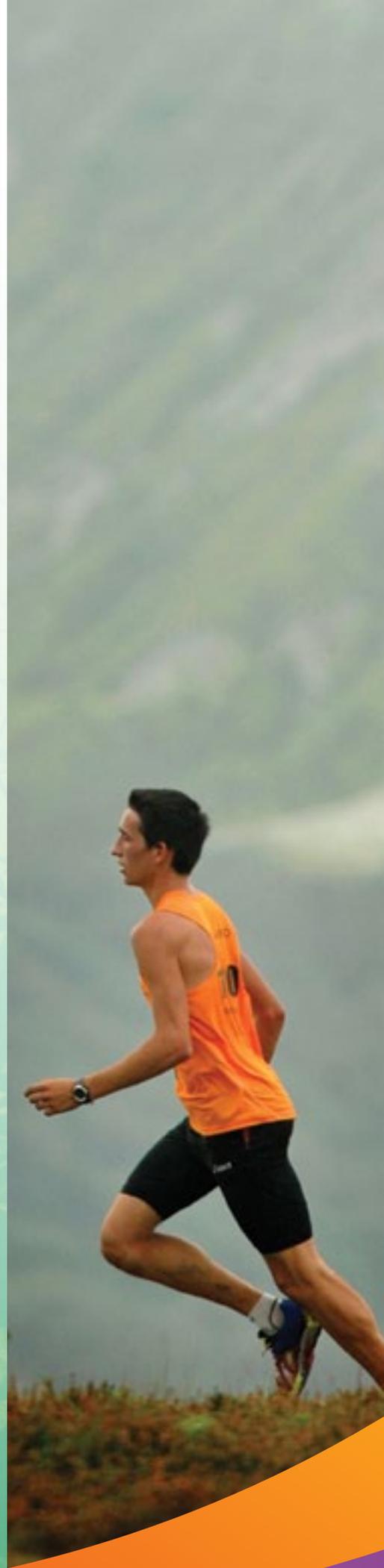
The world's tropical rainforests are home to a diverse community of plants, animals and people. They clean the air, make rain, and regulate our climate.

Deforestation is shrinking remaining forests at an alarming rate, causing species that rely on them to become extinct, and releasing large amounts of carbon dioxide into the environment in the process.

The Eden Project celebrates its 10th anniversary this year and to mark this milestone we are aiming to creating Europe's leading rainforest educational resource here at Eden. Our new 'Rainforest Experience' will include a rainforest canopy walkway and a base camp learning centre in the tropical Biome. Our visitors, both physical and virtual, will gain an understanding of the vital importance of rainforest conservation and be inspired to take action.

Education is key to our planet's future. A generation that does not understand or value the natural world will not strive to protect it. In raising money for Eden's Rainforest Education projects, you are helping us to inspire future generations and building a better future for us all.

Eden is asking each runner to pledge to raise £200 which will go to support our projects aimed at conserving the rainforest. Please let us know you are fundraising for us by emailing fundraising@edenproject.com so we can provide you with support.



Getting started...

Don't be afraid to ask!
By far the easiest way to fundraise is to collect personal sponsorship, just ask 10 friends to sponsor you £20 and you will have reached our suggested target of £200. You can do this by using our attached sponsorship form or setting up an online fundraising page <http://www.justgiving.com/edenproject/Raisemoney>

A few tips for collecting Sponsorship:

- Start your sponsorship form off with your best supporters, if the first person sponsors you £20, others will follow suit.
- Collect the money straight away which will save you time and energy trying to chase it up after the run.
- Be confident, don't forget you are asking for money for a good cause so be bold, you will be surprised who will be willing to sponsor you.
- Don't forget to make the most of gift aid, make sure your supporters who pay UK tax have ticked the gift aid column on the sponsor form, which will enable us to collect an extra 25p for every pound you raise!



Online Sponsorship

This is the easiest, most hassle free and quickest way to fundraise. It is easy to set up and you can email it to all your friend including those overseas who can simply and securely sponsor you online and the funds will come directly to Eden so no need to chase up that sponsorship money!

To set up an online fundraising page follow these simple steps – it should only take a few moments:

- Visit <http://www.justgiving.com/edenproject/Raisemoney> to set up your page.
- Select the Eden Project as the official charity you want to raise funds for and select the Eden Project Marathon as the event you are taking part in.
- Add a photograph and some text about yourself and your event; see the box below for suggested text if you are not sure what to write!
- Email the link to your page to everyone you know and they can simply visit your page and donate online – add the link to your email signature, and if you use sites such as facebook you can post it there too to maximise the number of people you reach.

Matched funding

Many large organisations operate what is known as a matched giving scheme, this means that your employer may match your donations pound for pound, so it's certainly worth speaking to your employer to see if they run such a scheme.

“ Thank you for taking the time to visit my JustGiving page.

I am running the Eden Marathon/Half Marathon raising funds in support of The Eden Projects' rainforest projects.

Education is key to our planet's future. A generation that does not understand or value the natural world will not strive to protect it. In supporting Eden's rainforest education projects, you are helping us to inspire future generations and building a better future for us all

Please support Edens' rainforest projects by sponsoring me.

Many thanks ”

A-Z of fundraising ideas

There are lots of other fun ways you can raise money, here is our a-z of fundraising ideas, please get in touch if you want further information on any of the ideas

Auction of promises, Art fair,

Bring and buy sale, bbq, book sale, bingo, bad tie day

Coffee morning, cake stall, car boot sale, church collection, cookery demonstrations/cookbook, craft fair, cricket match, car wash

Dress down day, duck race, dog walking, darts evening, dinner party

Email justgiving page, Expert talks, EBay, exhibition

Fancy dress day, Fete, football match, fashion show, face painting, film evening

Garden party golf day, games tournament, garage sale

Head shave, horse racing sweepstake

International evening, It's a knockout, Ironing

Jumble sale, Jazz night

Karaoke, Knit-in

Look-a-like contest, Learn a new skill day,

Murder mystery night, Music evening, matched giving

Nearly new sale, non-uniform day, no smoking week

Open gardens, odd jobs

Plant sale, pub games night, pool competition/party

Quiz night

Race night, Raffle, Read-a-thon

Sports day, sunflower competition, swear box! sports day, swimathon, slave auction, sponsored silence

Teddy bears picnic, treasure hunt, tasting evening, Taxi (your friends around for a fee!)

Unwanted gifts auction

Valet service (car cleaning for a fee)

Wine tasting, Wellie Throwing, wheelbarrow race, word search competition, win a day off work

X-ercise – get your local gym to organise a workoutathon.

Yes day (get sponsored for saying yes to everything within reason for a day!), Yorkshire pudding competition

Z fancy dress party (everyone has to come dressed as something beginning with z or pay a fine)

Eden Rainforest Projects

Rainforest Education – Eden Project - The 'Rainforest Experience' is a major new development at the Eden Project that will provide our visitors with the opportunity to experience the rainforest from a different perspective. A fully accessible walkway above Eden's tropical rainforest will allow visitors to experience life in the canopy, while an expedition Base Camp and explorer's trekking experience will help visitors of all ages to learn more about the rainforest – from the food it provides to the people that live there - and to see the value of this great natural resource. With a new rainforest mini-site on the Eden website and a comprehensive learning programme for schools and families, we plan to make Eden Europe's leading rainforest educational resource.

Forest Restoration Research Unit, Thailand - The tropical forests of north-east Thailand have been the focus of innovative forest restoration activities led by Chiang Mai University's Forest Restoration Research Unit (FORRU). Crucially, this work has involved active participation by local communities. For several years, Eden has worked with FORRU on a variety of educational and awareness-raising initiatives.

Doi Suthep-Pui National Park in north-west Thailand attracts over three million people annually. The park, which covers 261km², is internationally renowned as a biodiversity hot-spot, the park possesses over 600 tree species and 326 bird species.

In recent decades the forest has been degraded by slash-and-burn agriculture and rapidly expanding tourism. Eden has worked with FORRU since 2002 to support projects working with local community to restore the area and to encourage responsible forest practices.

Yaboti Biosphere Reserve, Misiones, Argentina - The largest remaining fragment of South America's endangered Atlantic Rainforest occurs in Argentina's Misiones Province. Its Yaboti Biosphere Reserve was the focus of a Darwin Initiative-funded collaboration between Eden and the provincial government to investigate the ethno botany and restoration potential of its unique forest.

South America's Atlantic forest is one of the world's most ecologically-rich forest systems with 8,000 endemic plant species and over 140 species of endemic birds, and is home to over 100,000 indigenous Guarani and Tupi people. Originally it covered more than 1.2 million km² but today after centuries of exploitation, only 5-10% remains.

The forest is being rapidly degraded by logging, plantation forestry and agricultural expansion, particularly for yerba mate and tobacco and by the encroachment of farms.

Overall, Eden's work in Misiones has so far: facilitated the development of a more co-ordinated approach to conservation in the reserve; influenced policy changes with respect to conservation; increased respect and understanding for the Guarani people; explored forest landscape restoration opportunities building on local capacities and infrastructure; and has led to the recruitment of well-trained and motivated park rangers (a near trebling of the original complement) and provided more support for research and environmental education programmes.

Sending in your sponsorship

Cheques

Please make cheques payable to 'Eden Project' and send them to Fundraising Department, Foundation Building, Eden Project, Bodelva, St Austell, Cornwall, PL24 2SG.

Cash

Please do not send cash through the post! If you collect sponsorship money in cash then please cash it into your bank account and send us a cheque for the full amount along with your sponsor form.

Justgiving

Eden will automatically receive the money raised via just giving and other online pages on a monthly basis.

CAF Cheques – CAF

Please send CAF cheques to Eden at the above address for us to process.

Gift Aid

If you are sending in money that can be gift aided, please ensure you send the sponsor form with full details of your donations.

We hope you enjoy being part of Eden's 'Run For The Rainforest' team and thank you for your support!

