



# GUIDE TO FUNDRAISING

*for Sheldrick Wildlife Trust USA*







## FUNDRAISING FOR SHELDRIK WILDLIFE TRUST USA: GETTING STARTED

Thank you for taking your support to the next level by choosing to fundraise for the Sheldrick Wildlife Trust! First, decide what your fundraiser will be. Use your imagination and make it fun! A great place to start is to think about any hobbies you may have or recreational activities you enjoy. You can involve your neighborhood or school, recruit friends and family, or do something at work with your colleagues.

### **Here are a few ideas to get you thinking:**

- Dedicate a birthday, anniversary, or other celebratory occasion to raise funds for the elephants
- Pledge holiday gifts
- Sponsored bike ride or walk/run
- Bake sale or refreshment stand (set up in your neighborhood, at a local shopping mall, at school, or at work)
- Car wash
- Garage sale
- Sponsor a jeans or crazy shirt day at work
- Gather for a dinner party and view a Sheldrick Wildlife Trust film
- Turn a talent or artistic skill into a fundraising opportunity, and so much more...



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## ONCE YOU'VE DECIDED ON A FUNDRAISER... TELL US YOUR IDEA, MAKE A PLAN, AND START FUNDRAISING!

### **Give us a shout.**

All fundraisers being held to support the Sheldrick Wildlife Trust USA's charitable purposes must be approved, so send us an email and tell us your idea. Email us at [infous@sheldrickwildlifetrust.org](mailto:infous@sheldrickwildlifetrust.org)

### **Pick a date and time.**

Give yourself plenty of time to organize your fundraiser and get the word out. Recruit family and friends to help plan, organize, set-up, and spread the word.

### **Set up an online fundraising page.**

Online fundraising is a simple and easy way to let people know you are raising funds for the Sheldrick Wildlife Trust USA. We suggest using CrowdRise, a simple way to create a page and get funds to us with just the click of a button. Here's the link <https://www.crowdrise.com/usdswt>. Once on the webpage, select "Fundraise for this Charity" and it will walk you through the process to set up your own fundraising page. Share the link for your fundraising page via email, Facebook, Instagram and Twitter.

### **Spread the word.**

Tell everyone about your fundraising event! Use social media, email, word of mouth, post flyers — use any resource you have to get the word out about your event to help drive your success.

### **Prepare for the big day.**

Be sure to let people know who and what you are raising money for and have fun! Consider creating a poster or small display of pictures and info about the Sheldrick Wildlife Trust's conservation work. To help, we can provide you with a variety of digital materials. Finally, have fun, take photos, and let us know how it went!





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## HOW WE CAN HELP:

To help you with your fundraising efforts, we can provide you with the following digital materials:

- Sheldrick Wildlife Trust infographic
- Elephant orphan story card
- Sheldrick Wildlife Trust fact sheet and FAQs
- Video links

We are here to support your efforts! If you have any questions or need assistance, feel free to contact us by phone (**949-305-3785**) or by email (**[infous@sheldrickwildlifetrust.org](mailto:infous@sheldrickwildlifetrust.org)**).

## EVERY DOLLAR COUNTS!

Here are a few ways your fundraising dollars can support the Sheldrick Wildlife Trust:

**\$15** can provide a morning milk feed.

**\$23** can ensure the infant elephant orphans stay warm with a lined blanket.

**\$85** can fund a De-Snaring Team for one day to keep threatened wildlife safe.

**\$300** can fund a Mobile Vet Unit for two days.

**\$900** can fund the care of an orphan elephant for an entire month.

### **Sending in your donations:**

If you set up a CrowdRise page, they will send us the funds direct. If you've collected donations, send a check to:

Sheldrick Wildlife Trust USA  
25283 Cabot Road, Suite 101  
Laguna Hills, CA 92653





## ABOUT SHELDRIK WILDLIFE TRUST

The Sheldrick Wildlife Trust was founded in 1977 by Dame Daphne Sheldrick DBE in memory of her late husband, David Sheldrick MBE. David was founding warden of Tsavo National Park and a leader in wildlife conservation. The Sheldrick Wildlife Trust works at a field level in Kenya to put an end to poaching, to preserve endangered habitats, and to rescue and rehabilitate orphaned and/or injured elephants and other animals so that they can return to the wild. This vital work is accomplished through several conservation programs: Orphans' Project, De-Snaring Teams, Mobile Veterinary Teams, Aerial Surveillance Teams, Community Outreach Programs, and Saving Habitats initiatives.



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## ORPHANS' PROJECT

### OVER 235 ORPHANED ELEPHANTS SUCCESSFULLY RESCUED AND RAISED

The Sheldrick Wildlife Trust operates four rehabilitation centers in Kenya: The Nairobi Nursery (for infant elephants), Ithumba rehabilitation center in Northern Tsavo, Voi stockades in southern Tsavo, and the Umani Springs stockades in the Kibwezi Forest (all for keeper dependent elephants). The Orphans' Project provides round the clock specialist care, milk, food and a safe haven for each orphan until such time as they are ready to return to a life in the wild.



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## DE-SNARING & AERIAL SURVEILLANCE TEAMS

**OVER 1,600 POACHERS ARRESTED AND 20,000 SNARES REMOVED IN PARTNERSHIP WITH THE KWS SINCE 2013**

The Sheldrick Wildlife Trust currently operates twelve De-Snaring Teams in partnership with the Kenya Wildlife Service (KWS), and funds a thirteenth team operated by Mara Elephant Project (MEP) in the Mau Forest. Day after day, these specialized teams work on the front lines removing illegal snares, confiscating weapons, and arresting poachers. The Aerial Surveillance Team provides reconnaissance and security patrols, rapid response to De-Snaring team operations, wildlife surveys, and emergency veterinary transport to injured wildlife and orphan rescues.



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## MOBILE VETERINARY UNITS & SKY VETS

**OVER 5,400 WILD PATIENTS TREATED, INCLUDING OVER 2,400 ELEPHANTS**

The Sheldrick Wildlife Trust operates five fully equipped Mobile Veterinary Units and a rapid response Sky Vets initiative headed by Kenya Wildlife Service (KWS) veterinarians to alleviate the suffering of injured wild animals across Kenya. The teams respond to all manner of wildlife emergencies, working in diverse habitats and treating patients ranging from antelope to zebra, and everything in between.



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## BARSILINGA'S STORY

Barsilinga was rescued at the very vulnerable age of two weeks old, after his mother had been brutally attacked and shot by poachers. The tiny calf was found standing by his dying mother's side. He was promptly flown to the Sheldrick Wildlife Trust's Nairobi Nursery, where he could receive the love and specialist care he so desperately needed. For many elephants, such a traumatic start to life might prove too much. However, Barsilinga showed tremendous strength blossomed into one of the sweetest boys we've ever rescued. In 2015, he embarked on the next step in his journey when he graduated to the Sheldrick Wildlife Trust's Ithumba Reintegration Unit, where he is slowly but surely learning the ways of the wild.

Thanks to fundraising efforts from supporters like you, the Sheldrick Wildlife Trust is able to give orphaned elephants like Barsilinga a second chance and the future they deserve, back in the wild.



BARSILINGA TODAY



# ABOUT SHELDRIK WILDLIFE TRUST USA

The mission of the Sheldrick Wildlife Trust USA is a commitment to support the Sheldrick Wildlife Trust through financial support, educational outreach and public awareness initiatives that promote wildlife conservation in Kenya. The Sheldrick Wildlife Trust USA is a Section 501(c) (3) public charity whose charitable purpose includes supporting programs and initiatives of the Sheldrick Wildlife Trust. Contributions made to the Sheldrick Wildlife Trust USA are tax-deductible as provided by law and are managed by its Board of Directors and disbursed at the Board's discretion to further the Sheldrick Wildlife Trust USA's charitable purpose.



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