

OASIS[®] **ZOO**run FUNDRAISING TOOLKIT



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THANK YOU FOR SUPPORTING BLANDING'S TURTLES!

Welcome to your fundraising toolkit! By taking part in the 2026 Oasis ZooRun, you're already doing something amazing—and every dollar you raise helps make a difference. Thank you!

Funds raised through this year's ZooRun will support the Toronto Zoo's Blanding's Turtle Headstart Program and its new home inside the Community Conservation Centre. Blanding's turtles are endangered, which means they need caring people like you to help give them a brighter future.

This guide is packed with fun, simple ideas to help you ask for support, share your goal, and get your family, friends, classmates, and neighbours cheering you on. Whether you're hosting a bake sale, collecting pledges, or coming up with your own creative ways to raise money, you have the power to turn your run into real impact!



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6 Steps For Success!

MAKE A PLAN

Decide how much money you want to raise and figure out how you'll do it. Don't worry if you need help getting started, we've shared a few of our favourite ways to fundraise below!

TELL YOUR STORY

Let your friends and family know that you're participating in the 2026 Oasis ZooRun and supporting the Toronto Zoo's conservation efforts by raising money. You can share what your favourite animal is, and why protecting wildlife is important to you!

GET SOCIAL

If you know an adult who uses Facebook and/or Instagram, you can ask them to share your personalized fundraising page. They can also share updates, pictures, and videos of your fundraising progress. Don't forget to tag @TZWConservancy and use #OasisZooRun!

KEEP EVERYONE UPDATED

Let people know how you're doing and share updates about your fundraising goal. When you're close to reaching your goal, remind your friends and family they can help you get there!

SAY THANK YOU

A thank you can go a long way! Thank your community and let them know how they made a difference. A handwritten thank you note is always a special touch.



Fundraising Activity Ideas

There are so many fun and easy ways for kids, families, and friends to raise money for the Toronto Zoo Wildlife Conservancy. Whether you host a bake sale, set up a lemonade stand, collect pledges, or come up with your own creative idea, every effort helps protect wildlife and the wild spaces they call home.

BAKE SALE

Host a bake sale! Gather your family, friends, or classmates to help make tasty treats, then sell them to raise funds for the Toronto Zoo. Be sure to ask permission from an adult before setting up your table or stand.



CHANGE JAR

Set up jars for different houses in your community and have individuals contribute their change. The house that has raised the most money at the end wins a prize.

LEMONADE STAND

Set up shop in front of your house or any safe area within your neighbourhood, accompanied by an adult. A great way to capitalize on that summer heat!



GARAGE SALE

Sell your unwanted or outdated belongings in a charitable garage sale! A rewarding opportunity to clean out your house and contribute to the reuse of household goods and items, avoiding waste.



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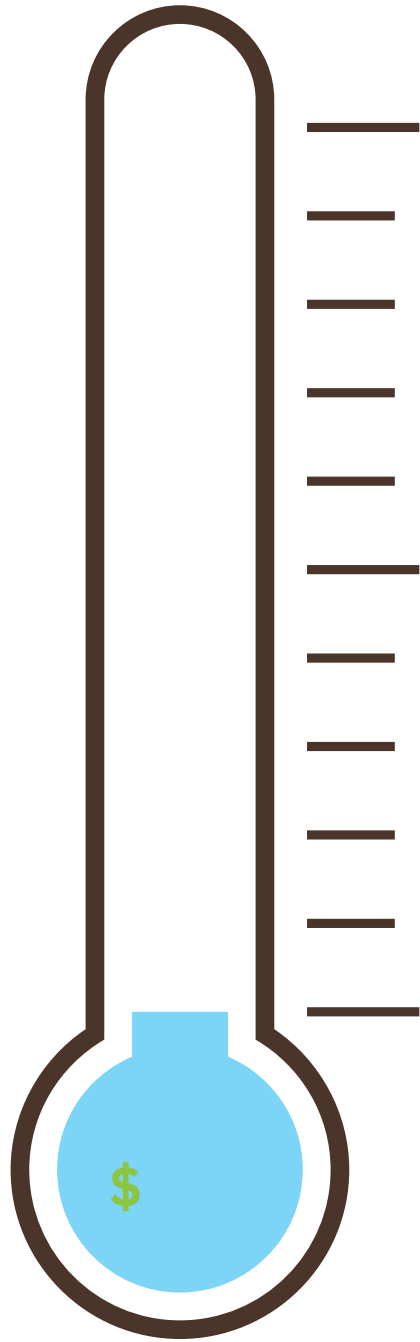
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HELP US REACH OUR FUNDRAISING GOAL!



Event: _____
Date: _____
Contact: _____