



toronto zoo

**WILDLIFE
CONSERVANCY**

**CLASSROOM
FUNDRAISING
TOOLKIT**



THANK YOU FOR SHOWING YOUR SCHOOL SPIRIT BY SUPPORTING THE TORONTO ZOO WILDLIFE CONSERVANCY!

Whether you're raising money at school, in your neighborhood, or at home, we want to make it easy and fun for you!

This fundraising toolkit has everything you need to get started. It will show you cool ways to get involved, give you helpful tips, and spark some exciting ideas.

The Toronto Zoo Wildlife Conservancy is a dedicated partner in the fight against extinction with your Toronto Zoo.

With help from incredible donors like you, we secure essential funding for the vital wildlife conservation work of the Toronto Zoo in preserving endangered species, breeding and reintroducing endangered animals back into the wild, and creating opportunities to connect people with nature.

Thank you for choosing to support the Toronto Zoo Wildlife Conservancy through your school fundraiser!



GETTING STARTED

Your creativity and enthusiasm will help to support your Toronto Zoo's critical conservation work, including protecting endangered species and reintroducing animals back into the wild.

Fundraisers can be as big or small as you like—there are no limits to your imagination! We're here to assist and cheer you on every step of the way.

**TO SUPPORT YOUR FUNDRAISING EFFORTS,
WE'VE PUT TOGETHER SOME HELPFUL TOOLS TO
HELP YOU ACHIEVE YOUR GOALS:**

THERMOMETER GOAL TRACKER

Print this out for your classroom and colour it in as you raise money to track your fundraising progress!

EVENT POSTER

Use the poster provided below to promote your event at your school and in your community!

PLEDGE FORM

Download our donation pledge form and use it to record your donors' information - this is needed to issue them a tax receipt.

SOCIAL MEDIA

We're on Instagram, Facebook and LinkedIn at TZWConservancy - make sure to follow us for the latest updates



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 everyone know why you're raising money and why you picked the Toronto Zoo Wildlife Conservancy. You can share what favourite animal is, and why the work the Toronto Zoo does in protecting wildlife matters to you!

GO SOCIAL

Use social media to get your message out. Post updates, pictures, and videos of your progress. Don't forget to tag @TZWConservancy and maybe even snap a quick selfie!

KEEP EVERYONE UPDATED

Let people know how you're doing by sharing photos, stories, and updates about your fundraising goal. When you're close to reaching your goal, remind your friends and family to help you get there!

SEND REMINDERS

If people haven't donated yet, ask them again! Texting can be a quick and easy way to follow up.

SAY THANK YOU

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



FUNDRAISING ACTIVITY IDEAS

NEED HELP CHOOSING A FUNDRAISER?

There are lots of cool and easy ways to raise money for the Toronto Zoo Wildlife Conservancy everyone can enjoy.

No matter what you choose, your creativity and efforts will make a real difference for wildlife and wild spaces.

BAKE SALE

Host a bake sale where students and families contribute homemade goods to sell, with all proceeds supporting the Zoo. Just remember to get permission before setting up your stand!



CHANGE JAR

Set up jars for different grades or classes and have students contribute their change. The class who has raised the most money at the end wins a prize.

THEMED DRESS UP DAY

Encourage students to donate to participate in themed outfit days, such as animal-inspired, crazy hair day, or pajama day.



WALK-A-THON OR READ-A-THON

Organize a walk or read-a-thon where students collect pledges for their participation. A great way to get active or read while supporting the Zoo!

COMPLETE YOUR DONATION

WHEN YOU ARE READY TO SUBMIT YOUR DONATION, YOU CAN DO SO IN THE FOLLOWING WAYS

- Calling us directly at **416-392-9107**
- Mailing your donation to:
Toronto Zoo Wildlife Conservancy
361A Old Finch Ave
Toronto, ON M1B 5K7



NEED A TAX RECEIPT?

Per the laws of CRA, the Toronto Zoo Wildlife Conservancy is happy to provide tax receipts for amounts of **\$20** and above.

- A full name, complete mailing address, email, and donated amount must be provided for us to issue a tax receipt.
 - You can use the **pledge form** provided in this kit to easily keep track of your donors' information and submit it with your gift.

Tax receipts for donations under \$20 are issued on request. Please contact the Conservancy at wildlifeconservancy@torontozoo.ca to request a receipt.

The Toronto Zoo Wildlife Conservancy is a legally registered charity.
Our Charitable Business Number is 75405 9111 RR0001

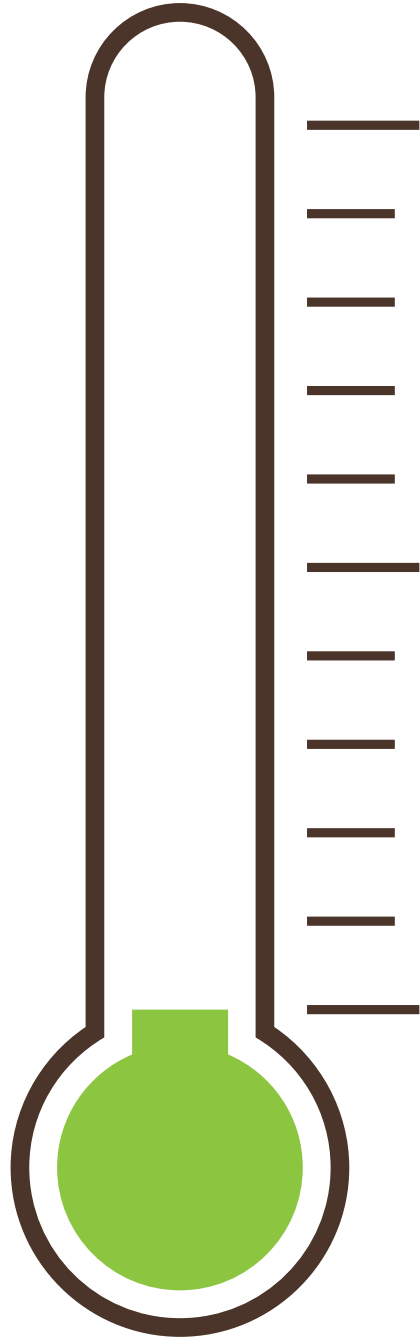


HAVE A QUESTION?

WE'RE HERE TO HELP!

Get in touch by emailing wildlifeconservancy@torontozoo.ca or phoning us at 416-392-9114.

HELP US REACH OUR FUNDRAISING GOAL!



EVENT: _____

DATE: _____

CONTACT: _____



toronto
ZOO

WILDLIFE
CONSERVANCY

**WE'RE FUNDRAISING TO
PROTECT WILDLIFE**

Fundraising Event Donation Pledge Form

Organizer Name:	Email:
Event Name:	Phone Number:
Address:	

Donor Name	Address	City & Province	Postal Code	Email	Telephone	Tax Receipt?	Amount
Jane Doe	123 Sample Street	Sampleplace, ON	1A1 A1A	janedoe@sample.ca	123-456-7890	Yes	\$20
Bake Sale	n/a	n/a	n/a	n/a	n/a	No	\$75
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
						Total:	

Please complete all fields and enclose all associated payments prior to drop-off or mailing

- All donations of \$20 or more are eligible for a tax receipt
- An individual cannot be issued a tax receipt for donations that are pooled from multiple people (e.g. money from a bake sale)
- Make sure all cheques are made payable to Toronto Zoo Wildlife Conservancy and the memo field includes the name of your fundraiser
- You can expect to receive your tax receipt a few weeks after your gift has been received

Please mail completed form with donations to:

Toronto Zoo Wildlife Conservancy
361A Old Finch Ave
Toronto, ON M1B 5K7
wildlifeconservancy@torontozoo.ca

