

FUNDRAISE FOR GREENPEACE





THANK YOU

A heartfelt thank you for choosing to fundraise for Greenpeace

“With every event you organise, step you take or cake you bake, you’re not just raising funds; you’re raising hope. You’re empowering us to continue our vital work protecting this beautiful world we all call home.

We understand that fundraising requires time, energy, and a genuine belief in our mission. As you continue your fundraising journey, we’ll be on hand to support you every step of the way.



Greenpeace relies on individuals like you to fund our work. To protect our integrity and independence, we do not accept money from governments or businesses. With your support, we can continue to fight climate change and the destruction of nature by keeping fossil fuels in the ground, our forests standing and our oceans healthy.

From everyone at Greenpeace, thank you for supporting our mission.”

Scan the QR code to log in or create your fundraising page.



Very best of luck,

Melanie McNeill

Fundraising Director, Greenpeace UK

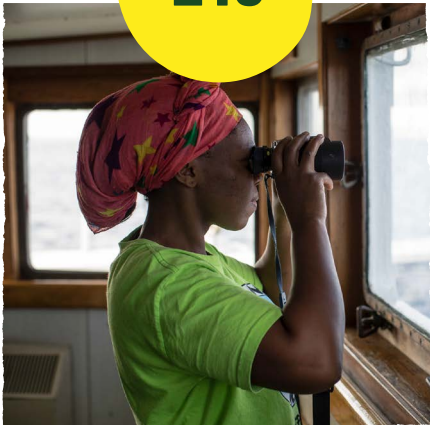


YOUR IMPACT



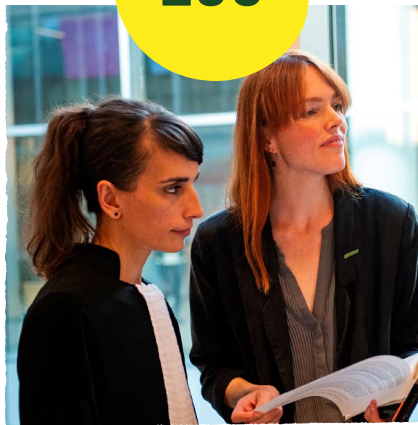
Here are a few ways that the money you raise could help power our campaigns

£15



Could help fund a pair of compact folding binoculars used to spot destructive activities threatening the natural world.

£30



Could support our legal work in cases when companies take unfair action against us.

£100



Could help provide our Investigations Unit with equipment like underwater cameras to shine a light on environmental destruction.

£300



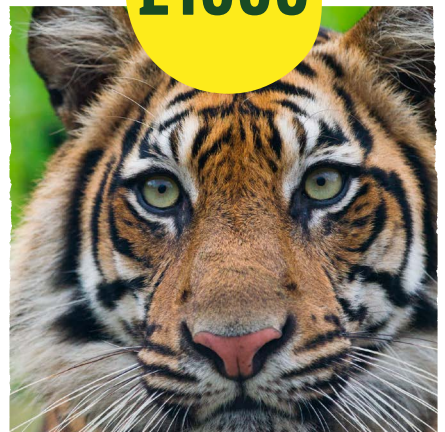
Could help fund research from world-leading scientists to help us better understand wildlife and the need for protection.

£500



Could help fund an expedition on a Greenpeace ship to document plastic waste, research the effects of climate change or help stop destructive fishing operations.

£1000



Could help power a nationwide campaign demanding protection of the world's oceans and forests.

IDEAS TO GET YOU STARTED



Litter Pick

Organise a sponsored group litter pick to combine cleaning up your local area with raising funds for Greenpeace. It's also a great way to spread awareness of our work while making a visible impact in your community.



A Gig

Use the power of live music to raise money for the natural world. Play a couple of tunes to your friends in your own home or organise a gig with local musicians. Ask people to scan your QR code on the door to donate to your fundraising page.



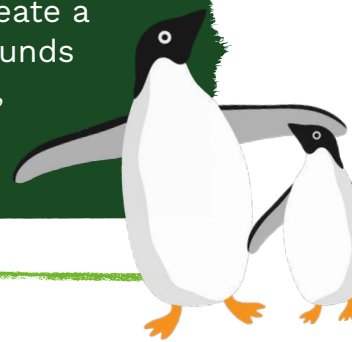
Clothes Swap

Host a sustainable clothes swap where guests donate to your fundraising page to enter. It's a social, fun and eco-conscious way for your friends and family to refresh their wardrobe!



Bake Sale

Organise a bake sale in your community or workplace to create a warm, social gathering. Raise funds by selling tasty cakes, biscuits, and other delicious treats.



However you choose to fundraise for Greenpeace, we couldn't be more grateful for your support!



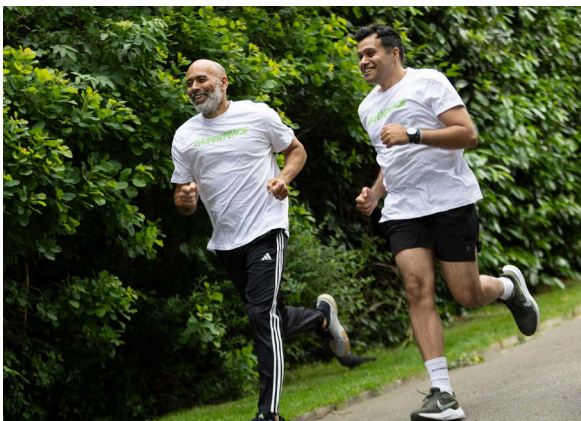
Supper Club

Host a themed supper club for your friends and family. Get everyone together for a unique intimate dining experience, celebrating your favourite cuisine. Raise funds through donations on the night.



Quiz Night

Hold a quiz in a local pub or your own living room. It's a fun, engaging way to bring people together, foster a bit of friendly competition and raise funds for Greenpeace at the same time!



Exercise Challenge

Walk up a mountain, train for your longest run yet, or commit to a new daily step count. Getting fit and out into nature is a wonderful way to fundraise for our work protecting the beautiful world we call home.



Other ideas!

From running a sponsored knitting event to going vegan for a month, the sky's the limit! However you choose to fundraise for Greenpeace we couldn't be more grateful for your support.

YOUR EVENT PLANNER

1. Pick a fundraising activity

I need to do it by:



Keep it simple and start with what you know. See ideas on pages 4 and 5.

2. Pick a date, time and location

Make sure you give yourself plenty of time to plan and promote the activity.

3. Create a fundraising page and target

Create your online fundraising page at: fundraise.greenpeace.org.uk. Setting a fundraising target encourages people to give more. Decide on an amount that feels realistic to you.



Scan the QR code to create or log in to your fundraising page.



4. Personalise your page

Adding personal touches to your fundraising page will inspire people to donate! Here are a few of our recommendations:

Change the images

Update your profile picture and header image by clicking the green camera icons on your fundraising page.

Update the bio

Use your bio to explain why you're motivated to fundraise for Greenpeace. Go to the 'Edit My Page' section of your fundraising dashboard, scroll down to 'Update Your Blog', and click the black 'Edit' button.

Add updates

Keep your supporters updated as you progress through your fundraising journey. In the 'Edit My Page' section, simply click the yellow 'Add an Update' button to add text, images, or links to social media.

For more information about how to use your fundraising dashboard, read our FAQs: bit.ly/GreenpeaceFAQs or get in touch at supporter.uk@greenpeace.org.

5. Plan the event

Make sure you've got all the details planned in advance, so that it runs smoothly on the day. Ensure you've considered health and safety and other legalities (refer to our guidelines on page 8 and 9).

6. Spread the word

Now let your friends and family know what you're planning! Don't be shy, spread the word about your fundraiser across your networks and local community. Make sure everyone saves the date and get some early donations in. Head to the dashboard of your new fundraising page to find easy ways to share.

7. Keep in touch

Please contact us at supporter.uk@greenpeace.org at any point in your fundraising journey for help and advice. We would love to talk about your fundraising ideas. We're in this together!

8. Display your QR code at the event

Please print the QR code linked to your page and display it at your event so attendees can scan and donate directly to your page.

You can find your QR code by navigating to the 'Get Support' tab of your fundraising dashboard and clicking the black 'QR code' button.



Or **scan this QR code** to go straight to the 'Get Support' section of your fundraising dashboard to print your code!



9. Run your event, collect donations and have fun!



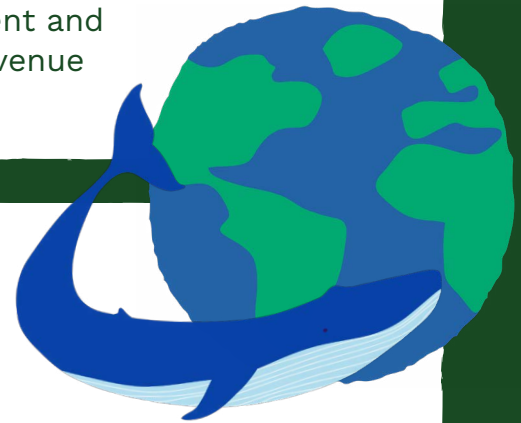
FUNDRAISING GUIDELINES

Your Event

Thank you for running your own event! It's important to remember that since this is an independent fundraiser, you're responsible for its safety and legal compliance. Our guide is here to help, but it's not a replacement for professional legal or safety advice. Just so you know, Greenpeace's insurance won't cover your event, and we cannot be held liable for any accidents or losses. By continuing, you agree to take on this responsibility.

Health and Safety

Ensure your event is safe by conducting a risk assessment and if it takes place in a public space, please adhere to the venue guidelines. Visit [hse.gov.uk](https://www.hse.gov.uk) for more information.



Food Safety

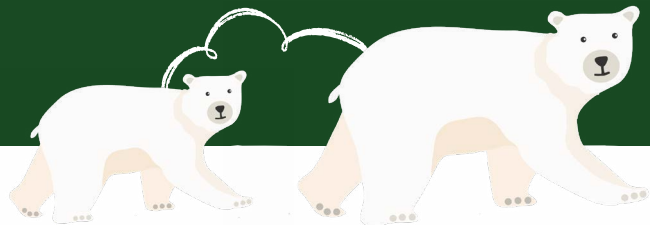
Ensure you communicate any potential allergens and comply with food safety and licensing laws for selling food or drink (especially alcohol) by visiting [food.gov.uk](https://www.food.gov.uk).

Insurance and Licenses

For events in a public venue, please request a copy of the venue's Public Liability Insurance. For events at home, please verify your home insurance coverage for potential accidents. For an event on private land, please consult your local authority for necessary licenses. If you're planning a larger-scale event that requires a risk assessment or if you are at all unsure whether your event is covered please contact us.

Emergencies

It's important to designate a first-aid trained individual at your event, especially for large gatherings, to handle potential emergencies.



Collecting Cash

We are unable to accept cash donations. For security and to ensure all donations are processed correctly, all contributions must be made through your online fundraising page. This approach guarantees that every penny goes directly to Greenpeace and is a secure way for your friends, family, and supporters to donate.

Lotteries and Raffles

If you're planning to run a lottery or raffle, ensure it's legally compliant by reviewing the Gambling Commission's guidelines at gamblingcommission.gov.uk before fundraising.

Photo and Video Consent

Always obtain permission before taking and sharing photos or videos, particularly of children, ensuring parental consent.

Safeguarding and Vulnerable People

You are responsible for the wellbeing of all participants, so please ensure your event is a safe and respectful environment. Appoint a designated point of contact for safeguarding concerns and never pressure anyone to donate. If a concern arises, contact supporter.uk@greenpeace.org.

GDPR and Data Protection

In your fundraising activities, ensure all personal data is collected only for a legitimate purpose and obtain explicit consent for any communication. Never share supporter information without a clear, documented process for their consent.

Branding and Use of Greenpeace's Name

To protect our brand, please use the phrase "in aid of Greenpeace" when promoting your event.

“My children and grandchildren were my biggest champions during my fundraiser. It is for them we MUST keep trying to influence government policy and save our wonderful world.”

– Neil Poulson

“I really enjoyed putting on a charity gig in Portsmouth, which featured in our local paper! We secured a venue and three local acts for free—their followers were really key. The night felt like a great success, raising over £600!”

– Matt Williams



▶ LET'S CHANGE THE WORLD! ▶

There are also lots of other ways to support Greenpeace. You could join a welcome call, chip in to power our campaigns, add your voice to a petition or become a volunteer. Head to [greenpeace.org.uk/take-action](https://www.greenpeace.org.uk/take-action) to find out more.