



Bedfordshire  
Cambridgeshire  
Northamptonshire  
Peterborough

# Make wildlife and the environment your business – **Corporate Support**

If your business wants to help local wildlife, invest in the local community and contribute to a healthier environment, you could benefit from a relationship with the Wildlife Trust.



# The Wildlife Trust



The Wildlife Trust is a conservation charity that works for a better future for all kinds of wildlife across Bedfordshire, Cambridgeshire, Northamptonshire and Peterborough. We work to protect and improve habitats and wildlife in our local area as well as helping people to enjoy and understand their local wildlife.

We rely on voluntary donations from individuals, companies and organisations. We put the money directly into delivering our high priority work in the local area. Corporate support is extremely valuable in helping us achieve our aims.



## The Wildlife Trusts

The Wildlife Trust for Bedfordshire, Cambridgeshire, Northamptonshire and Peterborough is one of 47 local Wildlife Trusts across the whole of the UK working in partnership for an environment rich in wildlife for everyone. Together we are the largest voluntary organization dedicated to all aspects of wildlife conservation. We have 765,000 members, manage 2,200 nature reserves covering 85,000 hectares and work with over 100,000 volunteers.

## Creating a Living Landscape

We have identified key habitat areas within our three counties where we can contribute most to safeguarding local biodiversity and forming part of a national wildlife network. The Wildlife Trusts' Vision for a Living Landscape will help wildlife adapt to climate change, create sustainable local economies and provide a healthy environment with green spaces for all to enjoy.

## The Great Fen

Our first Living Landscape project is a colossal 3,700 hectares of north Huntingdonshire, which includes Woodwalton Fen and Holme Fen National Nature Reserves. In partnership with Natural England, the Environment Agency, Huntingdonshire District Council and the Middle Level Commissioners, the Wildlife Trust aims to restore lost fenland habitats and link the nature reserves together to create a single wonderful wetland site. The Great Fen will be a fantastic resource for all communities of Peterborough, Cambridgeshire and beyond, to come together and have a positive experience of wildlife.

## Business and Biodiversity

The sustainability of our local economy is dependant on a living landscape, a healthy environment rich in wildlife, supporting vibrant and motivated communities.

**With your support, we can find local solutions to global problems such as climate change, involve local people with their environment and help wildlife thrive.**



# Corporate Membership



Corporate Membership is a great first step in developing a lasting relationship with the Wildlife Trust. By joining the Trust, your business will play a part in the Wildlife Trust's Vision for a Living Landscape and help to reconnect people with their environment.

Your Corporate Membership demonstrates to your staff, customers and the wider public your commitment to local wildlife, people and the environment.

The Wildlife Trust operates a tiered scheme allowing you to choose the level of support that you feel best represents your company's commitment to the environment and your standing in the community. All levels of support make a positive contribution to the success of the Wildlife Trust.

## Developing a Partnership

In addition to becoming a Corporate Member, there are many other ways that companies can support the Wildlife Trust. A partnership with the Trust will provide positive publicity and many opportunities for your staff to get involved:

- ◆ Your staff could take part in an **Environmental Challenge**, getting their hands dirty doing important conservation work on one of our nature reserves.
- ◆ **Support a local project:** We can provide you with a fully tailored proposal that meets your CSR, PR or staff development requirements. Invest directly in your local environment and the well-being of the local community by supporting a specific project or making an annual donation to your local Trust nature reserve.
- ◆ **Gifts in kind:** The Trust can really benefit from discounted or donated products and services which means more income can be spent on wildlife conservation.

## Corporate Membership

Benefit	Business Supporter	Standard Membership	Bronze Membership	Silver Membership	Gold Membership	Platinum Membership
Wildlife Action Magazine (3 issues per year)	1 copy	1 copy	3 copies	5 copies	5 copies	10 copies
Natural World Magazine (3 issues per year)	1 copy	1 copy	3 copies	5 copies	5 copies	10 copies
Wildlife at Work (3 issues per year)	1 copy	1 copy	3 copies	5 copies	5 copies	10 copies
Talk by Wildlife Trust employee upon joining			✓	✓	✓	✓
Guided walk for staff upon joining					✓	✓
Staff Engagement Pack		✓	✓	✓	✓	✓
Discounts on Staff Environmental Challenges			✓	✓	✓	✓
Invitations to exclusive Corporate Membership Events		✓	✓	✓	✓	✓
Acknowledgement in each issue of Wildlife Action	✓	✓	✓	✓	✓	✓
Acknowledgement in each issue of Wildlife at Work	✓	✓	✓	✓	✓	✓
Logo in each issue of Wildlife at Work						✓
Acknowledgement on Wildlife Trust website	✓	✓	✓	✓	✓	✓
Logo on Wildlife Trust website					✓	✓
Opportunity for testimonial in Wildlife Action upon joining					✓	✓
Opportunity for testimonial in Wildlife at Work upon joining				✓	✓	✓
Opportunity for testimonial on website						✓
Annual Corporate Membership Certificate		✓	✓	✓	✓	✓
Press release upon joining			✓	✓	✓	✓
Media launch upon joining				✓	✓	✓
Recognition in Annual Review		✓	✓	✓	✓	✓
<b>Cost:</b>	£100	£300	£500	£1000	£2000	£5000
<b>With VAT</b>	£117.50	£352.50	£587.50	£1175	£2350	£5875

# Case Studies

## Cambridge University Press

'The Press' became the Wildlife Trust's first Educational Partner in 2006. Since then, a strong partnership has developed, with staff taking part in regular environmental challenges on Wildlife Trust nature reserves. Tasks have included using traditional techniques to lay an ancient hedgerow in Cambourne, coppicing an area of bluebell woodland at Gamlingay and helping to restore woodland in the West Cambridgeshire 100s project area. The Press also made generous gifts in kind, by donating valuable design work and printing to the Trust.



"It's great that we can support nature and wildlife conservation in this way...it's also good to get to know your colleagues better"

*Heidi Mulvey, Community and University Relations Manager at the Press*

## Perkins



Corporate members, Perkins and the Caterpillar Foundation, have donated over £40,000 over two years to the Trust's Go Wild Project in Peterborough.

The project has brought wildlife and communities together, and Perkins' donation enabled the Trust to carry out extensive work on our Local Nature Reserves, providing wildlife havens in and around the city for everyone to enjoy. The Trust also ran lots of community events, bringing people together from all backgrounds.

"We are delighted to be supporting such a worthwhile project which will benefit the whole community. Projects like this allow us to put something back into the community"

*Allan Arnott, Operations Director at Perkins*

## Wildlife Trust BCNP Key Facts:

- ♦ Mission: **Bringing people together to take action for wildlife**
- ♦ Registered charity number 1000412
- ♦ Manages over 135 nature reserves, covering over 8,500 acres and receiving 500,000 visits each year
- ♦ Runs 6 environmental education centres
- ♦ Gives over 30,000 people direct experiences of wildlife each year
- ♦ Supported by over 35,000 members
- ♦ Supports 17 active Wildlife Watch groups, the junior branch of our membership
- ♦ Supported by over 1,000 volunteers
- ♦ Screens over 20,000 planning applications each year

## Contact Details

**If you wish to discuss how your company could get involved, please contact:**

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