

**Upper Ouse  
Conservation Trust**



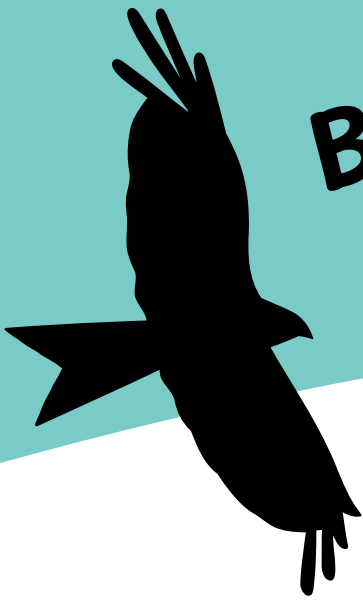
# FUNDRAISING PACK



An FCA registered Charitable Community Benefit Society - number 9441  
Registered address: Post Office, Main St, Great Ouseburn, North Yorkshire YO26 9RG



# Become a wildlife hero today!



**Thank you for choosing to support the Upper Ouse Conservation Trust, raising funds for Townend Field Nature Reserve.**



“... I wondered if you would join me in doing something for the Upper Ouse Conservation Trust. They’re trying to save 20 acres...they contain woodland, a stream, a football pitch for the school as well as an old Oak and of course a mass of wildlife. Will you do what you can and send them anything you can; it’s quite vital. We need to be quick about it. Please join me if you can...”



Dame Judi Dench, celebrated British actress, lover of trees and supporter of UOCT speaking in a specially recorded video encouraging donations for UOCT to purchase the field.

Townend Field Nature Reserve covers 20 acres of beautiful, varied landscapes like woodlands, wetlands, meadows, and streams. It's a brand-new nature reserve, packed with all kinds of local wildlife. Located right next to the road and footpath between Great and Little Ouseburn, it's a perfect spot for locals, Great Ouseburn Primary School, and visitors to easily enjoy and connect with nature as part of their daily routine.

The nature reserve features a variety of wetland habitats, including wet meadows, reed beds, bogs, marshes, as well as both running and still waters. A section of the reserve is designated as a Site of Importance for Nature Conservation. It provides a vital home for several bird species listed on the UK red list due to their decline, such as the Spotted Flycatcher, Grasshopper Warbler, Tree Pipit, and Curlew (pictured to the right). These species are included in the Birds of Conservation Concern 5 list.





MAKING A DIFFERENCE TO  
WILDLIFE. MAKING A  
DIFFERENCE TO YOUR  
COMMUNITY.



## OUR AIMS:

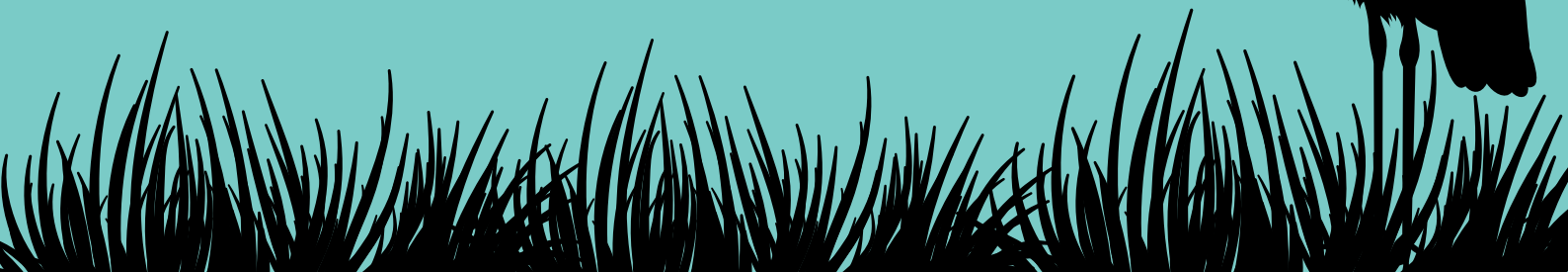


### ESTABLISH A NATURE RESERVE

We're protecting British wildlife by turning this land into a safe haven for native species. The wide range of trees are cared for and protected. Low-density farming is done in a wildlife-friendly way. We check in regularly to see how nature's doing through careful surveying, and keep improving with a flexible plan that puts local biodiversity first.



### PROTECT LANDSCAPE CHARACTER

The stunning views of Townend Field are a cherished part of both Ouseburn villages, even highlighted in the Conservation Area Character Appraisal. That's why UOCT is committed to preserving this space as a nature reserve — keeping it green, open, and protected forever. We're also gathering its history to guide our care and connect the community with its heritage and natural beauty. It's about protecting the past, celebrating the present, and securing the future of this special place.




# OUR AIMS:

## EDUCATIONAL ACCESS



We're proud to support Great Ouseburn School's use of Town End Field—a special 0.5-acre spot just for them! It's a space where pupils can run, play, and learn surrounded by nature. With access to the wider reserve, they get to explore different habitats, plant trees, and dive into fun, hands-on activities that build a real connection with the environment and sustainability. We collaborate with the school to support them in accessing funds that further enhance their outdoor offer.




## COMMUNITY ENGAGEMENT



We're creating something lasting for the whole community at Townsend Field Nature Reserve. A permissive footpath allows the community to enjoy the nature reserve, and there are plenty of ways to get involved—volunteering, helping with surveys, fundraising, or joining in on events.

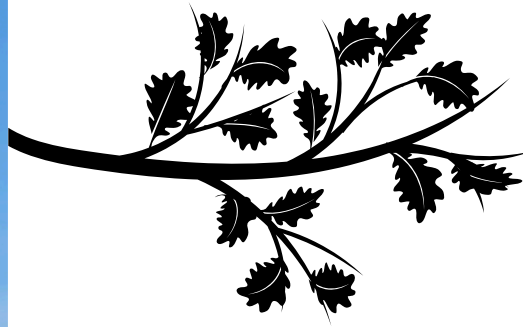
We love sharing updates and celebrating milestones together. The goal is to build a strong sense of place, connect with nature, and capture the stories of Townsend Field to share far and wide.







OUR WORK IS ONLY POSSIBLE THANKS TO  
WONDERFUL SUPPORTERS LIKE YOU!  
EVERY SINGLE PERSON FUNDRAISING FOR THE  
UPPER OUSE CONSERVATION TRUST IS  
HELPING TO SECURE NATURE'S FUTURE IN THIS  
SPECIAL AREA.



## MEET SOME OF OUR FUNDRAISERS:

**Ethan** donated £21 from  
his pocket money in 2024,  
becoming our first Junior  
Member!



**Lilly** raised £100 selling hot  
drinks and appeared live  
on Radio 2 to share the  
brilliant news with the  
nation!

**FOGOS (Friends of Great  
Ouseburn School)** raised  
£1000 by throwing a  
Valentines Disco for the  
school children and wider  
community!



# Family fundraising inspiration!



## NATURE-THEMED FUNDRAISERS

**Sponsored Nature Walk** – Set a distance goal and get people to sponsor you per mile or lap around the reserve.

**Seed Bomb Sale** – Make and sell wildflower seed bombs to help others create mini wildlife patches at home.

**Plant Sale or Swap** – Sell plants grown from seed or cuttings, or host a swap event with a small entry fee.



## CREATIVE & CRAFTY FUNDRAISERS

**Nature Bake Sale** – Sell cupcakes, cookies, or cakes decorated with animal or plant themes.

**Craft for a Cause** – Make and sell nature-inspired crafts like painted pebbles, pinecone animals, or pressed-flower cards.

**Upcycled Art Show** – Create art from recycled materials and host a donation-based exhibition or auction.



# Family fundraising inspiration!



## SIMPLE AT-HOME IDEAS

**Penny Jar Challenge** – Compete between families, classes, or teams to see who can fill a jar with the most spare change.

**Wildlife Quiz Night** – Host a quiz (in-person or online) with rounds on local wildlife, plants, and nature facts.

**Grow-a-Sunflower Competition** – Participants pay to enter, and the tallest sunflower wins a prize.



## EVENTS & ACTIVITIES

**Garden Games Afternoon** – Organise games like a bug hunt race, wheelbarrow relays, or flower pot toss, with small entry fees.

**Eco Dress-Up Day** – Dress as your favourite animal or plant for school or work and donate to take part.

**Pop-Up Café** – Serve teas, coffees, and cakes for donations.



# TOP TIPS FOR FUNDRAISING

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and ensure they are happy with what you intend to do.

## Contact us

Tell us about your exciting fundraising plans!

Email us at [info@uoct.org.uk](mailto:info@uoct.org.uk) and we will support you in any way we can.

## Social Media

Ask an adult to share your fundraising efforts on social media. Make sure that they tag us in any posts!



@upper.ouse.conservation.trust



upperouse\_conservation.trust



## Collect Money

You can pay your money raised, by:  
Going to the 'Make a Donation' page on our website (under the 'Get Involved' tab) or email us at [info@uoct.org.uk](mailto:info@uoct.org.uk) to arrange an alternative method.

## Important: Consider health, safety and the law!

It's really important that all safety aspects are thought about carefully, as the Upper Ouse Conservation Trust cannot be held responsible for any accidents or incidents that occur as a result of your activity. To make sure you're really safe, you can contact your local council, or The Health and Safety Executive ([www.hse.gov.uk](http://www.hse.gov.uk)) if you have any questions about holding events on public premises such as a school or workplace. For first aid advice, contact your local St John's Ambulance branch or the British Red Cross.



## Set a Target

Decide on a target amount to raise (with the support of an adult) and make sure that you give yourself enough time to plan and promote your fundraising, carry it out and collect in the money.





FROM EVERYONE AT THE UPPER OUSE  
CONSERVATION TRUST...

thank  
★ you ★

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# Upper Ouse Conservation Trust



SCAN ME



I'M RAISING FUNDS FOR THE  
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