



# WEAR IT WILD

WEAR IT WILD FOR A DAY.  
LOVE WILDLIFE FOREVER.  
DRESS UP AND DONATE.

[WWF.ORG.UK/WEARITWILD](http://WWF.ORG.UK/WEARITWILD)

## ROARING BACK!

We've lost over 95% of wild tigers since the beginning of the 20th century. They've been killed and their habitats destroyed, and there are now only around 3,900 remaining in the wild.

But WWF is working to end the illegal trade in tigers and their parts and we're helping local communities to protect their habitats.

By 2022 we want to live in a world where wild tiger numbers have doubled to at least 6,000, not declined.

We want to live in a world where our children know tigers roam free in forests and grasslands, not just in storybooks.



# **WEAR IT WILD FOR WILDLIFE.**

**Tiger stripes in the classroom. Rampaging rhinos in the office. Cocktail parties with tails. Take part in Wear it Wild and be part of it!**

The idea behind our annual Wear it Wild event is simple. In workplaces, schools and homes up and down the land, people will be donning animal-inspired fancy dress – and raising money to help protect incredible wildlife at the same time.

We want you to get involved and to inspire your friends and family, colleagues or students to join in too.

We've got loads of ideas to start you off – from putting on a party in your own home, to organising events in your workplace, to activities for schools and groups.

So let your imagination run wild: sign up, dress up and help us raise vital funds to help protect the world's wildlife and the habitats we all rely on.

Are you ready to take a walk on the wild side?

Read on...

**IF WE DON'T ACT NOW,  
WE'LL LOSE 67% OF  
WILDLIFE POPULATIONS  
BY 2020**

**SHARE IT WILD! MAKE SOME NOISE AND SPREAD THE WORD.  
SHARE YOUR PICS USING #WEARITWILD**

We've helped increase rhino numbers over the last few decades - but now we're dealing with a new crisis.

In 2007, South Africa lost 13 rhinos to poachers, but last year 1,054 were killed - that's three a day.

You can help us redouble our efforts to beat the poachers, expand rhino populations and secure the future of these magnificent beasts.





# WHY TAKE PART IN WEAR IT WILD?

Here are just a few things the money you raise could do to help protect iconic and threatened wildlife:



Felis Creations/WWF

## £5

could help towards the food and vet bills for a sniffer dog trained to track down tiger poachers.



Jay Aars, Norwegian Polar Institute/WWF

## £20

could support researchers taking blood samples from two polar bears in Svalbard, providing crucial climate change evidence.



Martin Haney/WWF

## £50

could help provide training for 25 farmers in Kenya so they can deter elephants from raiding their crops.



Bernard De Winter/WWF

## £120

could pay for one camera trap to help monitor wild giant pandas.



naturepl.com, Anup Shah/WWF

## £250

could fund a pair of binoculars for researchers to monitor lions – to learn more about their needs and behaviour!



gsp.com, Francois Savignvy/WWF

## £1000

could support two corrals to protect livestock – and snow leopards.

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# WEAR IT WILD

WEAR IT WILD  
AT HOME.

JOIN THE  
PARTY ANIMALS!



SHARE IT WILD!  
#WEARITWILD

## Fancy hosting a really wild party?

Whether it's an animal masked get together, a feeding frenzy for your kids and their friends, or something involving leopard print underwear (we won't ask), there's any number of ways you can take part without leaving your home territory.

Hosting a Wear it Wild event at home is a great excuse to have fun with friends and family. But more than that, by asking your guests to chip in with a donation to WWF, you'll all be helping to protect amazing wildlife around the world.

### NEED SOME INSPIRATION?

#### Tails for cocktails

How about hosting an exclusive cocktail party with a suit and tails dress code? Just not the sort of suits and type of tails people usually expect... Have fun with your cocktail names: piña koala, anyone?

#### Dinner party animal

Host a Come Dine With Me style event – animal-related fancy dress optional\*. How about cooking some wildlife-themed dishes? Stir-fried bamboo shoots for the pandas, some (sustainably caught) fish for the penguins, a fresh gazelle for the lions. Well, maybe not the gazelle!

\*We lied – fancy dress is always compulsory!!

For more ideas to help make your event a roaring success, head over to [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)



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WEAR IT WILD

**WEAR IT WILD**  
**AT WORK.**



**BECAUSE**  
**DRESS-DOWN FRIDAYS**  
**ARE SO TAME!**

SHARE IT WILD!  
#WEARITWILD

## Unleash your animal instincts

Transform an ordinary day at the office into an event to remember.

Forget dress-down Friday – Wear it Wild is about dressing up (though if you're more subtle with elephant earrings or a turtle tie pin, rather than a full-on panda onesie, that's fine too). Organise an event at your workplace to help raise funds to protect the world's wildlife – and have a giraffe at the same time.

Collecting donations for fancy dress (or fines for the lack of it) will directly support our work to help protect iconic and threatened wildlife all around the world. And there are all sorts of ways you can make your Wear it Wild event go further:

### Get baking

Hold your own Wild Bake-Off event – and raise money selling your culinary creations. Why not put your decorating skills to the test with some animal-themed cupcakes?

### Q: Who loves a quiz?

### A: Everybody!

Whether it's a speed quiz in the lunch break or a trivia marathon in the pub after work, get your colleagues together for a test of brain power. Charge everyone a pound or two to enter. Animal-themed team names only...

We've got plenty more tips and ideas at [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)



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WEAR IT WILD

WEAR IT WILD  
AT SCHOOL.

**THE GRRRRRREATEST**  
**SCHOOL DAY OF THE YEAR.**



**SHARE IT WILD!**  
**#WEARITWILD**

## Born to be wild... for one day only

Organise a Wear it Wild event at your school for a dress-up day with a difference.

It's a memorable event that everyone can enjoy and a chance to explore environmental issues, as you raise vital funds to help protect amazing wildlife like elephants, rhinos and tigers and the habitats we all rely on. A small donation from every child in the school can make a big difference.

As well as being a fun day for all, Wear it Wild is an educational opportunity too. We've got a comprehensive range of curriculum-linked resources from early years to secondary level.

### WANT TO ADD TO THE FUN?

#### Face paints out!

Even the novice face painter can do a serviceable tiger, but don't stop there – panda eyes, baboon noses, crocodile grins... Why not organise an inter-class competition?

#### Get creative!

Take the DIY challenge and get your students to make their own animal outfits, or simply create a mask by using only recycled materials.

For more fun-raising fundraising ideas, pop over to [www.org.uk/wearitwild](http://www.org.uk/wearitwild)



**SHARE IT WILD! MAKE SOME NOISE AND SPREAD THE WORD.**  
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**WEAR IT WILD**

WEAR IT WILD  
AS A GROUP.

GO WILD  
WITH YOUR FRIENDS.



SHARE IT WILD!  
#WEARITWILD

## Fun-filled fundraising group activities

Whether you're involved with Guides, Brownies and Rainbows, Scouts, Cubs and Beavers or sports teams, Wear it Wild is a brilliant opportunity for fun-filled fundraising activities for your group.

There's no end to the animal-inspired fun and games you can get up to, inside or in the great outdoors. Here are a few ideas to get you started:

### Organise a sponsored fancy dress fun run

Cheetahs and sloths alike can raise money to help protect threatened wildlife.

### Get competitive with a fancy dress tug of war

Tigers vs rhinos, anyone?

### Get wild around a BBQ and play animal charades or "Who am I?"

**Animal charades:** Pick an animal and act it out for the rest of the group to guess. No words allowed – but sound effects can add to the fun.

**Animal "Who am I?":** Pin a picture of an animal to the back of your T-shirt, and get the group to identify your animal by asking yes or no questions: "Can I swim?", "Can I fly?", "Do I live in the jungle?", "Am I predator?"

Visit [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild) for more inspiration.

**WHATEVER YOU DO,  
HOWEVER MUCH  
YOU RAISE, YOU'LL MAKE  
A VITAL DIFFERENCE!**



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WEAR IT WILD

Lara Zanerini



Elephants in central Africa could be extinct in our lifetime. It's estimated that 20,000 African elephants are killed for their ivory each year.

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Most of the poaching is happening in central Africa. If we don't act now to stop the poachers and end the illegal ivory trade, elephants could soon become extinct in many central African countries.

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We urgently need funds to help threatened species and their habitats around the world. So Wear it Wild for a day, give all you can and love wildlife forever.



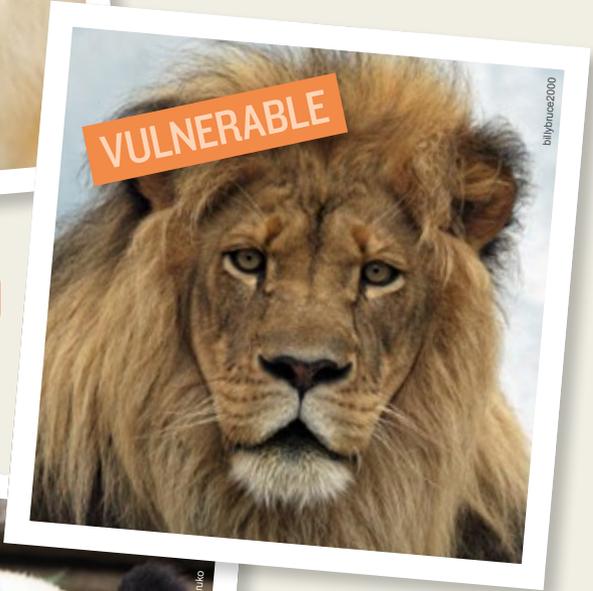
SHARE IT WILD!  
#WEARITWILD



VULNERABLE

UP TO  
31,000  
REMAINING

20,000  
REMAINING



VULNERABLE

ONLY  
1,860  
REMAINING



VULNERABLE

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# HOW TO PAY IN THE FUNDS YOU'VE RAISED.

It's easy to get the cash you raise to us. Please don't send us notes and coins in the post. Instead, you can pay in the money you've raised in any of these three ways:

## JustGiving

JustGiving is really easy to use, and ideal for sponsored events  
[www.justgiving.com](http://www.justgiving.com)



## Online

Go to [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild) and follow the instructions



## By Post

Download our paying-in form and send to us in the post



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