

The Moorland Mousie Trust

Patron: H.R.H. The Duchess of Cornwall

Registered Charity No. 1116710

FUND RAISING PACK



The Moorland Mousie Trust
Exmoor Pony Centre, Ashwick, DULVERTON, Somerset TA22 9QE

Tel: 01398 323093

Email: info@exmoorponycentre.org.uk
Web: www.moorlandmousietrust.org.uk
Blog: <http://exmoor-pony.blogspot.co.uk>



The Exmoor Pony Centre Fan Page

CONTENTS

Thank You and Key Points	Page 3
Exmoor Ponies	Page 4
The Moorland Mousie Trust	Page 5
The Exmoor Pony Centre	Page 6
Adopt-a-Pony Scheme	Page 6
So, What about Fundraising?	Page 7
Fund Raising Ideas	Page 8/9
Some Helpful Advice	Page 10
Thank You and Good Luck	Page 11
Contact Details	Page 11

THANK YOU for expressing an interest in helping The Moorland Mousie Trust with it's fund raising efforts on behalf of the rare-breed Exmoor ponies.

In this leaflet you will find some outline information about the Trust and our ponies, along with just a few ideas on things you might do to raise funds for us. We are extremely grateful for any support you can give us, whether this be monetary, time or expertise. Whatever you choose to do we will be happy to offer whatever help we can.

Please don't feel limited in your efforts by the suggestions in this leaflet - they are purely ideas to get you started and we are sure that you have just as many thoughts of how you can help.

Below you will find a summary of some Key Points in organising fund-raising events. These are intended to assist you as we want to be sure that you get as much fun out of your fund-raising efforts as possible, as well as helping to support the Exmoor ponies at the same time.

If you have any questions about the contents of this booklet, or any of our fund-raising ideas then please contact us either by phone or email.

KEY POINTS

A good fundraising event will encourage people to donate through interest and enthusiasm rather than guilt. We hope the brief notes below will help you to organise your fund-raising without stress and ensure that you and any participants also have fun.

- **PLANNING**

Draw up an outline plan for your event before committing yourself to anything. Consider what is required in terms of time, venue, equipment and number of 'hands on deck'.

- **BUDGET**

Where appropriate, prepare an outline budget to ensure you are aware of any expenditure you will need to invest to make your event happen. For example, is there a fee for the hire of the venue you are considering? Do you need to hire tables, cutlery or crockery? Consider whether, once you have recouped any outlay, the return will be worthwhile.

- **HIDDEN COSTS/LEGAL STUFF**

Ensure that you are aware of any hidden costs, such as insurance or licences required.

EXMOOR PONIES

The Exmoor pony is one of the oldest of Britain's native pony breeds and yet, today it is a rare-breed, classified as endangered by the British Rare Breeds Survival Trust. These ponies have roamed the moor for many years but their continued survival has been threatened by a variety of factors including restricted habitat, industrial mechanisation and more currently economic factors. As recently as 1950 there were estimated to be only 50 breeding ponies left worldwide, however numbers have steadily grown over the past 60 years. Today there are around 3,500 Exmoor ponies worldwide.

The ponies fall into two categories—in-ground and free living. In ground ponies are those that live in domestic or agricultural situations, while free-living herds are just that—still living in fundamentally wild herds. As all the ponies are owned however, they should correctly be referred to as semi-feral. There are still about 350 free-living ponies on Exmoor residing in a dozen or so herds on different parts of the moor.

Exmoor ponies are a very hardy breed, built to withstand the sometimes harsh conditions of moorland survival. They are small, but strong and stocky ponies, generally measuring between 11.1 and 12.3 hands high. (A hand is 4 inches.) They were extensively used by Exmoor farmers for agricultural work prior to the mechanisation of farming, while today many make excellent riding ponies, often doing well in ridden and in hand pony show classes.

All Exmoor ponies are either brown or dun (a very light brown) and have the familiar mealy coloured muzzle. Their feet are hard and black and they have thick manes and tails (which should never be cut or plaited by the way!) They also have a fleshy area around their eyes, known as a 'toad-eye', a feature which has evolved to help protect the eye from thorns and brambles amongst the rough grazing on the moor. The ponies grow a full second coat for the winter to add additional insulation against the elements. This coat is shed in the springtime.

Above all Exmoor ponies are intelligent and very cute! If you haven't yet had the opportunity to come and meet the ponies at the Exmoor Pony Centre do please try to do so. We guarantee you will fall in love!



THE MOORLAND MOUSIE TRUST

The Moorland Mousie Trust was started as a registered charity in 2000 and the Exmoor Pony Centre opened as our base on Exmoor in 2006.

The Trust was named after the Moorland Mousie books written by Golden Gorse, the pseudonym of Muriel Wace. The first book, Moorland Mousie, was written in 1929 and tells the story of a young Exmoor pony colt from his early life on the moor. The books were illustrated by the renowned British equine painter, Lionel Edwards.

The Trust is a Registered Charity, number 1116710. We are fortunate enough to have the support and Patronage of HRH The Duchess of Cornwall who remembers enjoying the book Moorland Mousie as a child.

The main aims of the Charity are the conservation and promotion of the rare breed Exmoor pony and to this end our main work focuses on providing a future for the excess foals that are removed from the moor each year at the time of the pony herd round ups. Staff and volunteers work with each foal, using natural horsemanship techniques, to familiarise the youngsters with human handling, wearing a headcollar and being led. After completing 'foal school' each foal is then found a new home, either with fosterers or on a conservation grazing scheme. You can find some more information on conservation grazing on our website. All foals are wormed while in our care, and all colt foals are castrated.

To date the charity has helped secure the future of over 500 Exmoor ponies.

(Incidentally, the book, Moorland Mousie, which had been out of print for many years, was re-published in 2011 by The Moorland Mousie Trust. The reprinted Moorland Mousie contains the text and illustrations from the original book along with a new Foreword from our Patron, HRH The Duchess of Cornwall. The book is available in hardback at a price of £11.99 from the Exmoor Pony Centre or our online shop.)

Moorland Mousie by Golden Gorse



Illustrated by Lionel Edwards

Foreword by HRH The Duchess of Cornwall

THE EXMOOR PONY CENTRE

The Centre itself was set up in 2006 as a trading subsidiary of The Moorland Mousie Trust and as a purpose built Centre to provide visitors the opportunity to come and meet and ride Exmoor ponies. Funding for the development of the Centre was provided by DEFRA's Rural Enterprise Scheme and the Exmoor National Park Authority Sustainable Development Fund.

The Centre is based about 4 miles from the village of Dulverton just off Winsford Hill in the heart of Exmoor National Park.

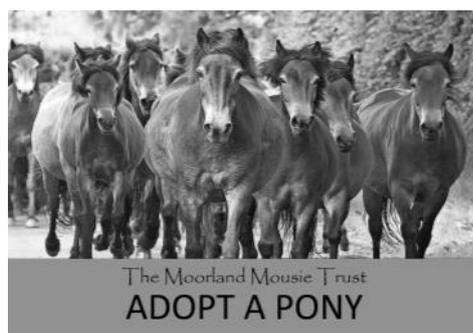
Along with grazing and viewing paddocks, there is an indoor arena with a covered viewing area and pony stalls. The covered area also houses the administrative offices of the Charity, a small shop, tack room, toilet and kitchen facilities.

Between Easter and October the EPC is a busy visitor centre and also offers riding opportunities. Our one hour Taster session is available to riders of all abilities aged 4 years or older, while the Exmoor Experience trek is a 3 hour session (including grooming and tacking up) with about 2 and a half hours in the saddle, most of which will be on the moor at Winsford Hill. We now also offer a one hour group groom and ride session on selected afternoons during the summer holidays.

ADOPT-A-PONY

The Trust runs an Adopt-a-Pony scheme to raise additional funds for the ponies. The Adopt-a-Pony Gift Pack is on sale (available in our EPC or online Ebay shop) for £19.99 for email updates, or £21.99 for postal updates. The pack contains information on the six Exmoor ponies available for adoption, on The Moorland Mousie Trust charity and on Exmoor ponies generally. Adopters need to register their choice of adoption pony in the first instance and each adoption lasts for one year from the date of registration. Close to expiry of the first year, we will send out a renewal reminder to adopters whereby they can renew their adoption for a further year for £15 for email/£17 for postal.

Adopters are invited to visit their pony if they wish, however we do ask that they call to make an appointment prior to arrival. Adoption visits are free of charge. Some of the adoption ponies can also be ridden, subject to our normal minimum age, ability and weight restrictions. Normal charges apply for riding however, adopters receive a discount on the cost of a standard Taster session.



SO WHAT ABOUT FUNDRAISING?

As well as the Adopt-a-Pony scheme, The Moorland Mousie Trust offers the following means of supporting the Charity while raising funds:

- Friends of Moorland Mousie Trust

For an annual fee (currently £36, or £3 per month by Standing Order) supporters are encouraged to become a Friend of the Trust. Friends receive a regular newsletter keeping them abreast of happenings at the Centre and updates on the progress of the ponies. They will also receive advance notification of events and seasonal merchandise availability.

- The Moorland Mousie Trust 100 Club

Our 100 Club costs just £15 per year to participate with the opportunity to win a first prize of £25, 2nd of £15 or 3rd of £10 every single month. In addition we hold an annual Birthday draw with prizes of £75, £50 and £25.

- Christmas Cards and Calendars

Each year the Trust produces a selection of Christmas cards featuring the Exmoor ponies, (of course!) and a calendar with 12 delightful photos and/or illustrations depicting both our own ponies and ponies on the moor.

- Merchandising

The Exmoor Pony Centre shop and our on-line Ebay shop hold a wide selection of pony-themed gifts, including (but not limited to) greeting cards, books, clothing, stationery, mounted prints, fridge magnets and keyrings.

- Events

We run a busy schedule of events at the Exmoor Pony Centre each year, generally starting during the February half-term holiday. Our two major Open Days are held during the Easter holidays and again to celebrate the birthday of the Exmoor Pony Centre, around the 3rd weekend of July each year. In addition we hold our popular Cream Tea and Crafts afternoons during August. Off-site we take our gazebo, banners and merchandise to an increasing number of events around the Exmoor area including the Exmoor Golden Horseshoe, Exford Show, Dunster Beach, Witheridge Fayre and many others. Each year we take a stall with information, and often a pony as well, to the Horse of the Year Show at the NEC at Birmingham. More information about our events both offsite and at the Exmoor Pony Centre can be found on our website, blog or Facebook page.

FUND RAISING IDEAS FOR YOU

As someone who has expressed an interest in helping us fund-raise we are sure that you have plenty of ideas of your own. But in case you haven't, or if you want to do more, we hope that some of these may inspire you.

- * Board Games Tournament

Organise a tournament of your favourite board games. Charge a small entry fee and allow for some prizes.

- * Book Swap

Arrange a book swapping event with a small entry fee and a perhaps an additional contribution for a successful swap.

- * Second-hand Book Stall

Round up all your (and your friends') unwanted books and sell them to new readers.

- * Cake Stall

A long-standing favourite and ideal if baking is your thing. Rope in friends and family too - pretty much everyone loves cake!

- * Coffee Morning

Can be combined with the above, or even any of the above. With a shop-bought skinny latte setting us back close on £4 these days, a get together to savour coffee for a good cause can't be a bad thing.

- * Charity Auction

This doesn't need to be grand and can even be an auction of promises. Do you know people who would donate time rather than money—say offering a car wash, window cleaning, sewing skills etc? These could all form your auction lots.

- * Company Charity of the Year

Do you live in a busy commercial area? How many of those businesses that you use or deal with regularly might consider supporting The Moorland Mousie Trust as their Charity of the Year?

- * Curry Evening

If you and your friends enjoy a good curry, and generally frequent your local Indian restaurant or takeaway, why not pool resources, cook up your own and donate the money saved?

FUND RAISING IDEAS (continued)

* Duck Race

If you have access (and permission to use) a local stream, Duck Races are always popular, particularly with children. If you are unable to source ducks, perhaps steal an idea from A.A. Milne and try Pooh sticks instead.

* Guess the Weight of.....

The cake, you, a box of toilet rolls—the possibilities are endless! Could also be Guess How Many? Paperclips in a jar, balloons in a car, Lego pieces in a model and so on and so on.

* Plant and/or Seed Stall

Many people find they have plants in their garden they do not want, and what about all those seed packets that you never got around to sowing?

* Pub Games Evening

Similar to the Board games idea, just do it in the pub and try your hand at darts, pool or skittles perhaps.

* Quiz Night

The Moorland Mousie Trust has run one or two of these in the Green Room and can vouch for the fact that they are terrific fun. Tie it in with a curry supper or coffee and cake and it sounds like good fun to us!

* Race Night

An increasingly popular way of fund raising and having fun at the same time. Lots of information available on the internet on how to organise. Do remember that, in order to comply with Lotteries & Amusements legislation you will need to offer an additional inducement to attend, not just the betting!

* Sponsor Me!

Ask friends and family to sponsor you for a walk, sky dive, swim, haircut, body waxing or whatever takes your fancy.

* What about work?

Don't forget to include your work colleagues and employers in your quest to raise funds. Does your employer already sponsor a charity, and if not would they consider The Moorland Mousie Trust? Would your work colleagues put all their spare change into a jar one day a week? What about a monthly cake stall, could you do this at work?

SOME HELPFUL ADVICE

Fundraising should be fun, but there are a few legal guidelines that every fundraiser must consider when approaching people for funds.

Public Collections and Donation Collection Boxes

Street collections in a public place require a street collection permit from your local authority. Your local authority will provide you with the necessary guidelines that apply to your area.

It's quite a big task to organise a public collection on our behalf, but an easy alternative would be to ask local businesses if they would take one of our Donation Collection Boxes to display prominently at their checkout for example. There is no legal restriction on this.

We will provide you with the Collection Box and would recommend that you collect and empty the Box at around 3 monthly intervals (depending on how busy the outlet is). Just send us the proceeds by cheque (or bank transfer if you prefer) and we will arrange to send a confirmation receipt to your outlet. We issue special Certificates for outlets to display when they have collected multiples of £100.

Liquor Licensing Laws

If you wish to sell alcohol at an event you will have to be licensed. However, if you are holding an event in a building that already has a licensed bar then provided that the licensee is in charge of the bar during the event you will have no problems. If you need to apply for an 'occasional liquor licence' it is best to approach a licensee who already holds a licence and ask them to apply for you.

Public Entertainment Licences

You will need a public entertainment licence if one or more people are performing and/or dancing. If you choose a public building like a church hall or community centre they will probably have a licence and you will have to comply with the terms previously agreed.

Raffles/Lotteries

Remember if you are holding any form of lottery (raffle/tombola etc) that it is illegal to have an uneven chance to win. So 20p a ticket or 6 for £1 is illegal even at private fundraising events. So, if something is a lottery, make sure it always keeps the chances to win the same price.

Publicity

Whatever you do, don't forget to promote your event as much as possible. The more people who attend/participate the greater pool of potential donators you have. Use posters, local press, local shop noticeboards and email as much as you can to spread the word. After all, when you've put in so much effort into organising something you want to be sure that it's a success.

And finally, please remember to have fun. We are truly grateful to you for your desire to help by fundraising for us, and anything you achieve will be appreciated.

If you require a Donation Collection Box or supplies of our leaflets to support your fundraising efforts then please let us know and we will arrange to supply these to you.

If you need to contact us regarding any of your ideas, or to request supplies as above then either give us a call or send us an email. The office at the Exmoor Pony Centre is manned most of the time between 9.00am and 5 pm Monday to Friday (but needless to say, where ponies are involved, there are times when all staff are dealing with ponies and not available to answer the phone– so do bear with us if you have to leave a message on the machine).

Our contact details are on the front of this document, and again on this page below.

GOOD LUCK and THANK YOU!

The Moorland Mousie Trust

Exmoor Pony Centre, Ashwick, DULVERTON, Somerset TA22 9QE

Tel: 01398 323093

**Email: info@exmoorponycentre.org.uk OR
fundraising@moorlandmousietrust.org.uk**

Web: www.moorlandmousietrust.org.uk

Blog: <http://exmoor-pony.blogspot.co.uk>



The Exmoor Pony Centre Fan Page

