



Fundación  
**Charles Darwin**  
Foundation  
GALAPAGOS

# FUNDRAISING KIT



# GALAPAGOS AND THE CHARLES DARWIN FOUNDATION NEED YOU!

The natural world is under threat like never before and we must work together now more than ever! You can help inspire others to protect and preserve animals and the unique environment of one of the world's planetary treasures.



**Our Mission:** The mission of the Charles Darwin Foundation and its Research Station is to tackle the greatest threats and challenges to Galapagos through scientific research and conservation action, in order to safeguard one of the world's most important natural treasures.

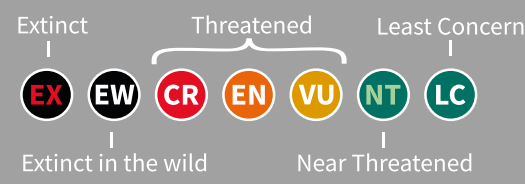
**Our Vision:** Our vision is to champion the Galapagos Islands as a global model for conservation, inspiring sustainable practices and the next generations to protect our planet's natural wonders.



**PLEASE HELP THE CHARLES DARWIN FOUNDATION  
RAISE FUNDS TO SAVE THE GALAPAGOS ISLANDS**

The Charles Darwin Foundation has various projects you can support through a fundraising initiative

Conservation Status:



SEA TURTLES

Galapagos Green Sea Turtle  
(Chelonia mydas agassizii):

84 cm  
average

KG  
LB

100 - 150 kg  
220 - 330 lb

Status:  
Endangered

**Fun Fact:**  
Green sea turtles rid themselves of excess salt by shedding tears through salt glands behind their eyes. In other words, sea turtles cry salty water.



Did you know that the Galapagos Marine Reserve represents the second-most important nesting area for the endangered East Pacific green sea turtle? The critically endangered Hawksbill sea turtles and Olive Ridley sea turtles have also been spotted here. Major threats to sea turtles include feral cats that feed on hatchlings and increase in tourism activities including boat travel and fishing.

**Project goal:**  
Evaluate the impacts of human activities on sea turtles and other Galapagos marine wildlife, and propose actions to alleviate them.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:

|                                                                   |                                                                         |                                                                                                                                |
|-------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <p>\$20</p> <p>Tent &amp; camping mat rental (one day)</p>        | <p>\$50</p> <p>Land transportation during field trips</p>               | <p>\$100</p> <p>Three headlamps</p>                                                                                            |
| <p>\$200</p> <p>Boat transportation to a turtle nesting beach</p> | <p>\$800</p> <p>Field supplies (e.g. glue, sand paper, gloves etc.)</p> | <p>\$1,200</p> <p>One field trip to Isabela Island, main turtle nesting beach of the archipelago (three people, five days)</p> |

For more information visit the  
**Reducing the Threats for Sea Turtles Project's website.**

# MARINE BIRDS

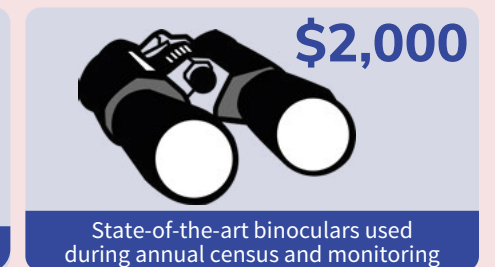
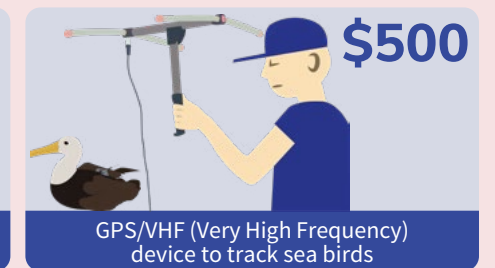
Don't you agree that Galapagos penguins, flightless cormorants, waved albatrosses and Galapagos flamingos are some of the most extraordinary birds in the Galapagos? All are endemic, which means that they are found nowhere else in the world, and each are threatened according to the **IUCN Red List of Threatened Species**. Threats such as relatively slow reproduction, restricted range, climate change, introduced species, disease, pollution and commercial fishing all put these species at immediate risk of population decline.



## Project goal:

Ensure long-term conservation and protection of Galapagos penguin, flightless cormorant, waved albatross and Galapagos flamingo by providing crucial population statistics to the Galapagos National Park, by understanding the impacts of climate change and by decreasing negative impacts of introduced species on seabird populations.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:



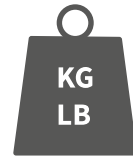
For more information visit the **Population Studies of Marine Birds Project's website.**

## Galapagos Penguin

(*Spheniscus mendiculus*):



53 cm  
average



1.7 - 2.6 kg  
4 - 6 lb



Status:  
**Endangered**

### Fun Fact:

Galapagos penguins are the only species of penguin found north of the equator.



## Galapagos Waved Albatross

(*Phoebastria irrorata*):



80 cm length  
2.2m wingspan



3 - 4 kg  
6 - 8 lb



Status:  
**Critically Endangered**

### Fun Fact:

Galapagos waved albatrosses' courtship dance includes bill circling & clacking, head nodding, and a cow-like moo.

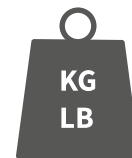


## Flightless Cormorant

(*Phalacrocorax harrisi*):



90 cm  
average



2.5 - 5 kg  
5.5 - 11 lb



Status:  
**Vulnerable**

### Fun Fact:

Flightless cormorants' wings are now 1/3rd the size of those of other species of cormorants, due to the lack of land predators in Galapagos. They evolved to become better swimmers and can dive up to 70 metres to hunt prey such as eels and octopuses.



## Galapagos Flamingo

(*Phoenicopeterus ruber glyphorhynchus*):



130 cm  
average



2 - 3 kg  
4 - 6 lb



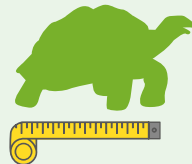
Status:  
**Endangered**

### Fun Fact:

The flamingos diet consists of tiny water plants and crustaceans which are full of substances called 'carotenoids'. These carotenoid pigments are what causes the flamingos' feathers to turn pink.

# GIANT TORTOISES

## Galapagos Giant Tortoises



1.5 m  
average



KG  
LB

250 - 400 kg  
550 - 850 lb



Status:  
Endangered

**Fun Fact:**  
Giant tortoises can live to be over 100 years old. They can also go up to 1 year without food or water.



One of the first threats the giant tortoises faced was being hunted by sailors, followed by whalers who captured the tortoises for their meat and oil. The tortoises have since become threatened largely due to introduced species such as dogs, cats, rats, pigs and goats who eat their eggs, or cattle and other domestic animals which compete for grazing vegetation.

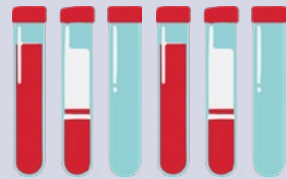
**Project goal:**  
Better understand Galapagos tortoise migrations, and the social, ecological and sanitary aspects that may affect their conservation.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:



**\$30**

Weekly rent of a satellite phone to use during field trips



**\$60**

Health analysis of one giant tortoise, including field and lab work



**\$80**

Bus transport in Santa Cruz Island to perform education activity with local students



**\$100**

Daily fee for a porter to help carry the equipment to the top of Alcedo Volcano on Isabela Island



**\$1,500**

GPS device to track Giant Tortoises



**\$3,000**

Round trip boat ride to Alcedo Volcano to track giant tortoises

For more information visit the [Galapagos Tortoise Movement Ecology Program's website](#).

# AVIAN VAMPIRE FLY VS. LAND BIRDS

Did you know that the invasive Avian Vampire Fly is threatening the survival of 21 species of Galapagos land birds? These flies lay their eggs in the bird nests, and once the fly larvae hatch, they feed on the blood of the bird hatchlings, sometimes killing all the chicks in the nest. The most critically endangered species of land birds is the Mangrove Finch; only 100 individuals remain in the world!

## Mangrove Finch (*Camarhynchus heliobates*):



14 cm  
average



18 g  
0.04 lb



Status:  
Critically  
Endangered

### Fun Fact:

Mangrove Finches use their long & pointed beaks to lift tree bark and retrieve insect prey from underneath. The male Mangrove Finch begins building its nest high up in the canopy, and will sing loudly to attract a female. The female will help to complete the nest, before laying their eggs.



### Project goal:

Develop effective techniques to control Avian Vampire Fly and ensure the long-term conservation of Galapagos land birds.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:



Avian Vampire Fly trap



One mist net to capture wild birds



Three-meter long ladder to access bird nests



Handheld GPS device

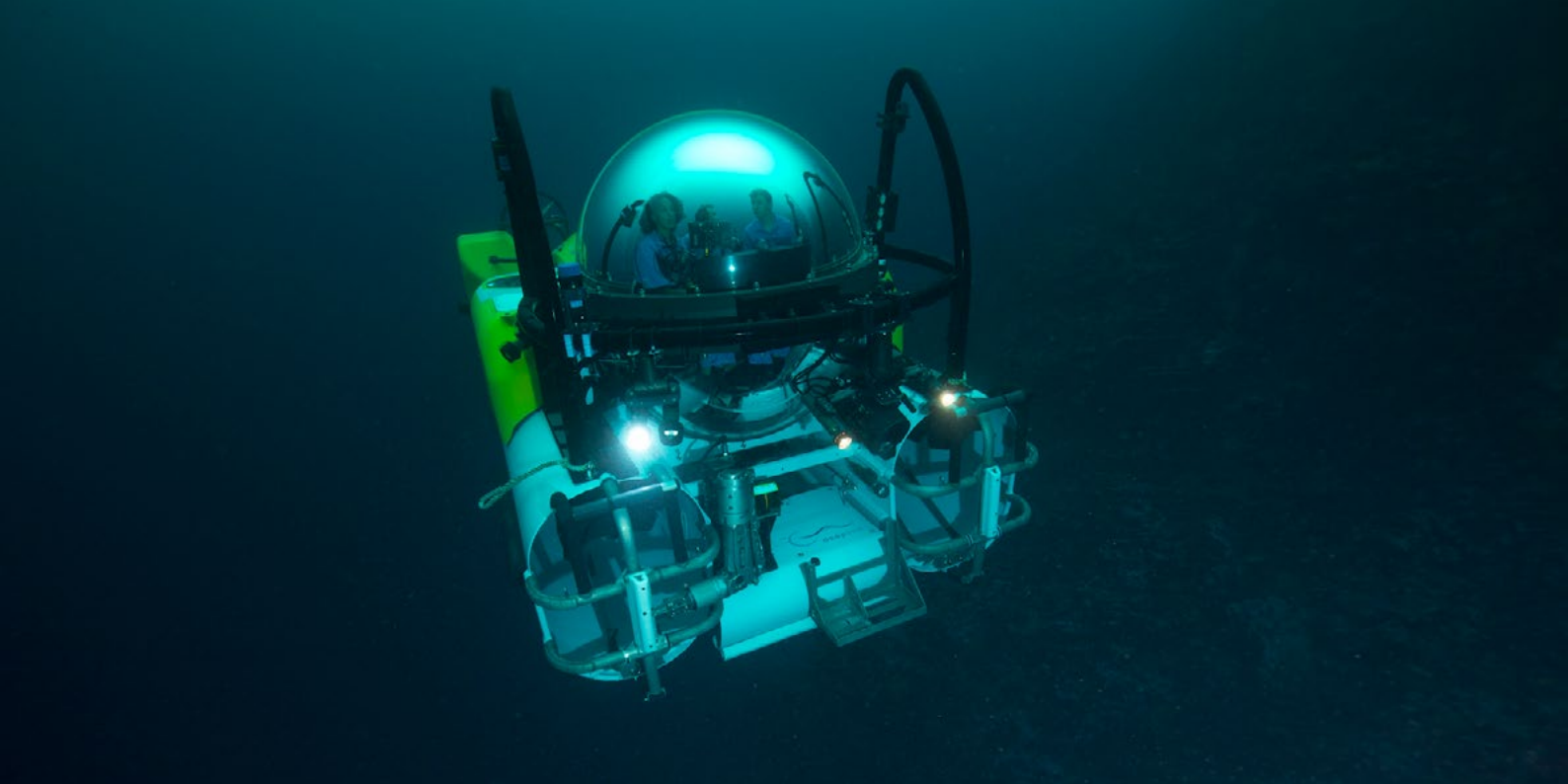


Daily transport cost to a bird monitoring location



Lab equipment supplies for Genetic Analysis

For more information visit the [Control of the Avian Vampire Fly \*Philornis Downsi\* Project's website](#), [Conservation of Threatened Populations of Small Land Birds Project's website](#) and [Protection and Recovery of Mangrove Finch Population Project's website](#).



# SEAMOUNTS

Hiding beneath the sea surface of the Galapagos Marine Reserve lay hundreds of seamounts. These are underwater mountains that can be 100 to 4,000 meters tall, and provide homes for countless marine species, from cold-water corals and sponge reefs, to scorpion fish and whale sharks. Most seamounts are yet to be explored. Using the latest advancements in underwater drone technology, our scientists are able to observe and study the mysterious habitats and species that live in these deep-sea spaces. Already they have discovered over 30 new species to science and a whole new kelp forest!

## Project goal:

Complete the first comprehensive characterization of seamounts and deep-sea ecosystems across the Galapagos Marine Reserve and develop understanding about their ecological function and ecosystem services.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:



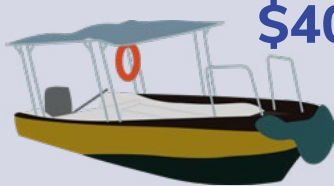
**\$20**

Waterproof notebook



**\$100**

Cooler to store samples during fieldtrips



**\$400**

Daily rental of a fishing boat for fieldtrips



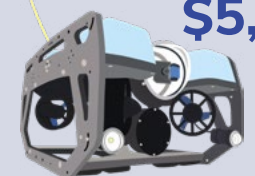
**\$800**

Computer for data analysis



**\$1,200**

EventMeasure Software license for data analysis



**\$5,000**

Blue Robotics ROV (Remotely Operated Underwater Vehicle)

For more information visit the  
**Seamounts of the Galapagos Marine Reserve Project's website.**



# USING DRONES TO MAKE MAPS

To be able to plan the control of invasive plants and the management of endemic endangered plants, we need to know their distribution and abundance. Therefore, we are creating high resolution vegetation maps using drones and satellite images, which enable us to cover large areas that are difficult to access by foot. These maps allow us to identify individual species in places of high ecological value, such as the nesting habitat of the rare Little Vermilion Flycatcher.

## Project goal:

Produce maps of the distribution and abundance of invasive and endemic plant species to support conservation efforts in Galapagos.

Your fundraising efforts could help support this project by financing important fieldwork and equipment such as:



**\$15**

A pair of drone propellers



**\$70**

Drone battery for 20 minutes flight time



**\$300**

25 km<sup>2</sup> of high resolution satellite imagery



**\$1,000**

Field assistant's monthly salary



**\$1,400**

Round trip boat ride to Santiago Island to map invasive blackberry



**\$2,000**

DJI Phantom 4 Drone to map vegetation

For more information visit the [Vegetation Mapping Project's website](#).



# FUNDRAISING IDEAS & TIPS

There are plenty of fun ways to get involved and help raise funds for the Charles Darwin Foundation. Here are a few ideas to get you started!

## Propose a sports challenge:

- Runs / walks
- Swims / cycling
- Marathons / triathlons

Organize a sporting event such as a local 5k run and ask your friends and family to sponsor you. You could also consider participating in multiple events throughout a set time period to gain more sponsors and raise more funds.

## Organize an event:

- Sports event (community walk, tug of war, bike-a-thon, basketball tournament, etc.)
- Movie night
- Karaoke night
- Car wash
- Garage sale
- Disco
- Bake sale / Lemonade stand
- Face painting
- BBQ

- Costume day / Non-uniform day
- Birthday party (ask your friends and family to make a donation instead of buying you a gift)

Organizing an event is a great way to fundraise as it raises money and also brings people together so that you can spread awareness regarding the importance of the work you are doing!

# SUCCESSFUL CAMPAIGNS

A couple of examples of fundraising campaigns to give you further ideas...

## Will & Matty Gladstone

Since 2016 two brothers from Arlington, Massachusetts, Will and Matty, have been selling bright blue socks to raise money for scientific research on the blue-footed boobies' population decline in the Galapagos Islands.

The idea was born after Will learned about the iconic Galapagos native species and the threats that it is facing in his science class. Together with Matty, Will began selling socks that match the color of the blue-footed boobies feet. Between 2016 and 2021, the Blue Feet Foundation has raised more than \$100,000 for the scientific research and conservation efforts of blue-footed boobies and Galapagos Islands in general. Since 2019 their socks have been made in Ecuador, which also contributes to the local economy!



## Sophie Lenoir

Sophie is a girl from Switzerland that was inspired by the story of Lonesome George during her first trip to the Galapagos Islands, and wanted to help prevent further species extinctions.

Back home, Sophie started her fundraising efforts by organizing a garage sale and selling small items she brought back from another holiday. She also asked her friends and family to make a donation instead of buying her a birthday gift, and with her parents' support set up her own fundraising website at GoFundMe to make a personal appeal. Her efforts led her to successfully raise \$2,690 in support our work with Galapagos penguins and giant tortoises. She continues to fundraise for the Charles Darwin Foundation.

"I raised \$2,690 and I am very happy that I am helping the penguins, I started with small efforts and then everything grew".  
- Sophie Lenoir



# GETTING STARTED

## 1. Choose an event / challenge

Pick a challenge or an event that suits your interests. Do you enjoy baking, sports, dancing, singing?

## 2. Pick a date / deadline

Pick a date of the event or a deadline for your fundraiser and let people know well in advance. The sooner you set a date or a deadline, the more time you will have to plan your fundraising activities, and it will give people plenty of time to make sure they can attend and make a donation!

## 3. Spread the word!

- Reach out to friends and family
- Share on social media
- Posters / leaflets
- Invite local community
- Contact local radio / newspaper

## 4. Create a budget

You should consider any potential costs (ingredients, location, equipment etc.) so that you can ensure the success and profitability of your fundraising efforts.

## 5. Set up an online donation point

You can do that on our website. If you contact us, we can also do it for you!

## 6. Provide information

Let the Charles Darwin Foundation provide you with supporting materials so you have plenty of information about your efforts that you can give/share with people. Be sure to provide people with ways to learn more. You want everyone to know what the Charles Darwin Foundation is all about.

## 7. Remember to say thank you

Every donation counts and contributes to the work of the Charles Darwin Foundation. Therefore, remember to thank your donors. We can provide you with the examples of notes of appreciation.



## A few things to consider:

- Think about any potential help you might need running your event. For example, you might need volunteers to run a bake sale or registration at a sporting event.
- Consider any precautions you might need to take such as health and safety of the event, and ensure you have the necessary permissions to host it.
- Make sure your event is accessible to disabled people. You want your event to be inclusive and available to everyone!

## Don't forget to take photos!

We at the Charles Darwin Foundation would love to see all the hard work you put into your fundraising challenge, and it is a great way for you to ensure it will be something you will always remember. The photos could also inspire others to get involved when they see all the fun you had!

### Tip:

See if your family members or a company would like to match donations, meaning they will double the amount you raise.



# SENDING YOUR DONATION TO THE CHARLES DARWIN FOUNDATION

## Making a donation via wire transfer:

Donations can be received directly at the Charles Darwin Foundations bank account with KLEINWORT HAMBROS BANK LTD. In London, United Kingdom. If selecting this option, please contact us at [fundraising@fcdarwin.org.ec](mailto:fundraising@fcdarwin.org.ec). You will not receive a tax-deduction in the United States if you decide to use this method.

**Account:** Charles Darwin Foundation  
**Account Holder Address:** Avenue Louise 54,  
1050 Brussels, Belgium  
**Bank:** KLEINWORT HAMBROS BANK LTD.  
**Account/IBAN:** GB26 HAMB 4048 58492345 01  
**SWIFT:** HAMBGB2L  
**Bank Address:** 8 St. James's Square  
SW1Y 4JU London, U.K.



For donations from Ecuador inferior to \$5,000 you can also make a direct transfer to our bank account with the Banco del Pacífico. If you select this option, please contact us at [fundraising@fcdarwin.org.ec](mailto:fundraising@fcdarwin.org.ec).

**Account:** Fundación Charles Darwin  
**RUC:** 1790985105001  
**Account Holder Address:** Avenida Charles  
Darwin, Galápagos, Ecuador  
**Reference:** Donación para la Fundación  
Charles Darwin  
**Bank:** Banco del Pacífico  
**Current Account:** 1664468  
**SWIFT:** PACIECEG 871

## Making a donation online:

All of our online donations are securely processed by the Friends of the Charles Darwin Foundation for the Galapagos Islands (FCDF). Any donation made online is therefore fully tax-deductible for the US-based donors. To make your gift online, please visit: [www.darwinfoundation.org/en/donate](http://www.darwinfoundation.org/en/donate)



If you have any questions about fundraising, or want to share information with us about your event, please email us at [fundraising@fcdarwin.org.ec](mailto:fundraising@fcdarwin.org.ec). We'd love to hear from you!

On behalf of all of us at the Charles Darwin Foundation, **THANK YOU!** We appreciate your efforts, as absolutely **ALL** contributions are a huge help to our scientific research and outreach work.



## CHARLES DARWIN FOUNDATION FOR THE GALAPAGOS ISLANDS

📍 Puerto Ayora, Santa Cruz, Galápagos, Ecuador.

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The 'Charles Darwin Foundation for the Galapagos Islands', in French 'Fondacion Charles Darwin pour les Iles Galapagos', Association Internationale sans but lucrative (AISBL), has its registered office at Avenue Louise 54, 1050 Brussels, Belgium. Trade Registry # 0409.359.103