



The BTO - Looking out for birds with Business

Passionate and Independent

The British Trust for Ornithology is a charity dedicated to monitoring wild birds. We work with birdwatchers and scientists to produce unbiased information that is at the heart of bird conservation.

Dedicated and Knowledgeable

Over 40,000 expert volunteers around the UK provide vital data to help build an unrivalled national picture of how wild birds are faring and the health of the environment.

Counting Birds for Conservation

Our volunteers and scientists run a range of surveys and projects.

Specific projects to address urgent conservation issues



- * Nightingale Survey 2012 - to investigate the 60% decline in the UK's breeding population since 1995 (BBS).
- * *Out of Africa* - to look into the possible causes of decline of our African migrant species in their West African wintering grounds.
- * Tracking Cuckoos - to explore the reasons behind a 48% decline in their UK breeding population since 1995 (BBS).

Long-term monitoring programmes to inform conservation:

- Bird Ringing – ringing in Britain and Ireland is organised by the BTO. A network of over 2,400 trained and licensed volunteers currently ring over 1,000,000 birds every year.
- Garden BirdWatch – the year round, nationwide survey that gathers important information on how birds use gardens and how this changes over time.
- Nest Record Scheme – gathers vital information on the breeding success of Britain's birds by asking volunteers to find and follow the progress of individual birds' nests.
- BirdTrack (BTO/RSPB/BWI/SOC) – any bird, anywhere. BirdTrack is an online notebook which keeps all your records in one place and enables us to track migration and look at bird distribution across the UK.
- Breeding Bird Survey – the major survey for monitoring breeding bird populations in the UK. Thousands of volunteer birdwatchers make standardised counts on randomly-located sites during the breeding season, enabling us to monitor changes in numbers of over 100 widespread bird species. (BTO/JNCC/RSPB)
- Wetland Bird Survey – monitors non-breeding waterbirds in the UK. The principal aims of WeBS are to identify population sizes, determine trends in numbers and distribution and to identify important sites for waterbirds. (BTO/JNCC/RSPB and in association with WWT)

To find out more about the BTO visit www.bto.org

PHOTOS: EDMUND FELLOWES/MIK CARDUS/JOHN HARDING/JO WIRAY/PHILIP PARKER ASSOCIATES/STEVE AGHION/JILL PAKENHAM



"The BTO and businesses work together to ensure that conservation is informed by rigorous scientific research. Conservationists are faced with an array of difficult choices in the delivery of conservation action; BTO Science allows them to make these choices with confidence. Your business can help support the BTO by joining the Corporate Membership Scheme."

Chris Packham
BTO Vice-President

To join or find out more about how the BTO works with business or the BTO Corporate Membership Scheme

Contact the Corporate Membership Team at:

British Trust for Ornithology
The Nunnery
Thetford IP24 2PU

Phone: 01842 750050
Email: fundraising@bto.org

Website: www.bto.org/support-us/corporate-support



BTO Corporate Membership

BIRDS ARE OUR BUSINESS CAN YOU HELP?



www.bto.org



Flourishing partnerships with Business

"Working alongside the BTO keeps business at the sharp end of environmental best practice."



The BTO is independent and has a strong reputation for pragmatic conservation science. We deal with facts in the real world and aim to provide decision-makers with the information they need to inform and focus conservation policy and action. Government departments, businesses, conservation NGOs and land managers all benefit from our impartial advice. Business benefits from BTO consultancy, partnership in scientific research, advice and a valued relationship through Corporate Membership.

Smart companies recognise the value of minimising their environmental footprint, and work positively for biodiversity through a voluntary approach, avoiding the need for regulation. Many companies are already making an important contribution to Britain's biodiversity, by supporting the BTO's Corporate Membership Scheme. A scheme which enables us to broadcast our flourishing relationships with business to more than 50,000 supporters and to a broad range of our professional partners.

Corporate Membership of the BTO is a two-way process and we encourage dialogue with our business supporters. It is about sharing ideas and talking with business to discover how best BTO work can benefit our partner companies. Working alongside the BTO keeps business at the sharp end of environmental best practice.

Andy Clements
BTO Director

The relationships the BTO has established with its Corporate Members allow projects to be planned and actioned with confidence and security - this foundation is invaluable.



By joining the BTO's Corporate Membership Scheme you will:-



BTO Corporate Membership Benefits



Business: supporting sound conservation through sound science

CORPORATE SUPPORT



Biotrack kindly provided equipment to study Nightjar migration and determine the location of their wintering grounds.



The participation of thousands of BTO volunteers in the 2010 Garden Nesting Survey was supported by **Gardenature**.



Ernest Charles encourage their customers to join BTO Garden BirdWatch and supported the BTO by sponsoring the Great Tit for Bird Atlas.



The BTO's ground-breaking Cuckoo Satellite-Tracking project was supported by **Essex & Suffolk Water**.



BIRD ATLAS 2007-11

Bird Atlas 2007-11 enjoyed the early and generous support of our BTO Corporate Members. Opticon got the project off to a flying start and aided our volunteers by sponsoring the fieldwork notebooks and recording forms.

Many others involved their staff and customers and chose a special species to sponsor: Anglian Water, the Osprey, Thames Water, the Little Egret, Gardman, the Robin and Blue Tit, Northumbrian Water the Red Kite and Syngenta, the Skylark... to name but a few.



- Be aligning your company with a highly respected and trusted conservation organisation
- Be able to visibly support the BTO through the use of the BTO Corporate Membership Logo
- Support vital research which gets to the heart of conservation issues of national and global concern
- Be kept up-to date with current research and bird conservation issues
- Gain direct access to the vast expertise of BTO Staff
- Demonstrate to your employees, customers and suppliers your company's commitment to its environmental responsibilities
- Support specific projects relevant to your business

We would be delighted if your company or organisation would like to become a Corporate Member of the Trust and thereby help to support the science behind conservation efforts.

Corporate Membership ranges from just £250 to £1,600 + VAT per year, the amount depending on which level of support you wish your company to be seen to be providing.

OUR MEMBERS

Syngenta has a long-standing working relationship with BTO – one that is valued thanks to a shared belief in the value of evidence-based research in the development of solutions to issues of importance to both organisations.

Peter Edwards, Syngenta
Senior Technical Expert in Environmental Safety

We are proud to have raised over £1million for BTO through the sales of our wild bird care products and we are already working hard on the next million. As well as raising money for the work of the BTO, the partnership with Gardman results in product improvements and keeps us informed with the latest information on wild birds. Rarely does a partnership yield such synergies.

Jane Lawler
Gardman Marketing Director

Biodiversity is at the heart of the way Anglian Water does business and affiliation with the sound science coming from the BTO is a great way of demonstrating our commitment to managing our sites for birds and other wildlife.

Andy Brown, Anglian Water
Climate Change & Environmental Performance Manager

	Bronze	Silver	Gold
Copies of BTO News (4) and/or Bird Table (4), Annual Review, BTO Volunteering Magazine	•	•	•
Monthly articles for your publications/websites	•	•	•
Receive BTO press releases and keep up-to-date with current issues in bird conservation science	•	•	•
Directly support BTO work through a dedicated BTO project	•	•	•
Use the BTO Corporate Membership Logo on your website and stationery	•	•	•
Acknowledgement of your support on the BTO website	•	•	•
Acknowledgement of your company's support in the BTO Annual Review	•	•	•
Annual personalised certificate	•	•	•
Information about BTO events/training in your area		•	•
Access to the expertise of BTO Staff*		•	•
Reduced rates for BTO professional training courses for your employees*		•	•
An article in a BTO publication acknowledging your support		•	•
Invitations to BTO networking events and special occasions		•	•
Discounted BTO and/or Garden BirdWatch membership for your employees*		•	•
An option to sponsor a specific BTO project		•	•
Recognition of your support of special projects on relevant websites, articles in the birding press, national press releases etc.		•	•

* Conditions apply, please contact the BTO Corporate Membership Team for details.

"Because companies have different needs and come in different sizes, we offer a range of levels of support."



Support the BTO and show your commitment to the UK's birds

Company Name:

Contact Name/Position:

Address:

Postcode: Telephone:

Email Address: Company Website:

Business Sector: No. of Employees:

Signed: Date:

Membership Options

Choose a level of support according to your size of company and which Corporate Membership benefits you wish to access.

	Bronze	Silver	Gold
Small Business - Fewer than 50 employees	£250	£350	£450
Medium Business - Fewer than 250 employees	£450	£600	£750
Large Business - More than 250 employees	£1,000	£1,200	£1,600

Total payment (+ VAT) £

Please send an invoice Purchase order number

Please make cheques payable to BTO Services

Please return to:
BTO Corporate Membership
BTO, The Nunnery, Thetford, Norfolk IP24 2PU

DATA PROTECTION: The Data Controller is the Director of Services of the British Trust for Ornithology, The Nunnery, Thetford, IP24 2PU. The personal information on this form will be kept on a computerised database for administration of Garden BirdWatch, BTO fundraising and for furthering the BTO's objectives. The BTO does not sell personal information to third parties. Please let us know if you have any concerns over data protection.