

Fundraising Pack



Fly into action for homeless pets!

Take action for homeless pets



Thank you for downloading our Fundraising Pack.

The vital funds that you raise on our behalf will help us rescue, care for and rehome the cats, dogs, rabbits and guinea pigs of south Devon who find themselves homeless through no fault of their own.

Every year over 600 animals come through our gates in need of our help, and your amazing support enables us to feed and house them, provide them with veterinary care and with everything they need to meet all of their welfare needs while we find their new, forever home.

We are so grateful for all of your support, which makes a massive difference to the lives of the animals in our care, and gives them a second chance at the happy life they deserve.

We are here to support you, so please get in touch to tell us about your event or fundraising endeavour. The following pages provide you with some information to help you, but please get in touch if you need anything else or have any questions, and we will be happy to assist.

Getting started

Your checklist for organising your event

Planning

Make sure you have enough time to plan your event, so there is time to get everything ready.



Guest List

Think about your target audience and make a guest list if you have maximum or minimum capacity.



Choose the best date

Choose the best date for people to be able to attend your event, and check that it won't clash with another local or national event which might affect attendance numbers.



Safety & the law

Find out if any rules or regulations apply to your event, and if you need to do a risk assessment.

Access

Consider whether your event is accessible to everyone.



Venue

Find the right venue for your event or activity.



Sponsors

Look for sponsors for your event, and see if you can get a venue or prizes donated.

Budget

Set a realistic income target, and make sure that all your costs will be covered.



Promotion

Promote your event as much as you can to reach your target audience (see our top tips).



Tell us about your event - we're here to help!

Tel 01803 812121 Email supportus@animalsindistress.uk.com

www.animalsindistress.uk.com

A-Z of fundraisers

Some ideas to get you started

<p>A Abseil Aerobics Anything sponsored</p> 	<p>B Bike ride Bad tie day Boxing Day dip</p> 	<p>C Cake sale Car wash Coffee morning</p> 
<p>D Dog show Dance Darts</p> 	<p>E Easter egg hunt Eating marathon Eyebrow wax</p> 	<p>F Fashion show Fete Football tournament</p> 
<p>G Gala ball Garden party Golf tournament</p> 	<p>H Half Marathon Hamper raffle Halloween</p> 	<p>I Ironing bee Ice cream sale It's a knockout</p> 
<p>J Jailbreak Joke-a-thon Jumble sale</p> 	<p>K Karaoke Kiss-a-thon Kayaking</p> 	<p>L Litter picking Lucky dip Left-handed day</p> 
<p>M Marathon Murder mystery Mile of pennies</p> 	<p>N No smoking day Nearly new sale New Year's resolutions</p> 	<p>O Open garden Obstacle race Office dress down</p> 
<p>P Picnic PJ day Pancake race</p> 	<p>Q Quiz Quad race Quit smoking</p> 	<p>R Race Raffle Read-a-thon</p> 
<p>S Swear box Swap shop Sponsored silence</p> 	<p>T Tuck shop Talent show Treasure hunt</p> 	<p>U Unwanted gifts V Variety show Vegetable contest</p> 
<p>W Wax your legs Wine tasting Wheelbarrow race</p> 	<p>X Xmas gifts Xmas hamper X-treme sports</p> 	<p>Y Yacht race Z Yoga-thon Zany dress day</p> 

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Boost your fundraising



Minimise your costs

- ◆ Aim to get at least 3:1 on your investment
- ◆ Look for a free local venue
- ◆ Look for a local business to sponsor your event, or to donate prizes for an auction or raffle - you can give them some publicity in return
- ◆ Try to get food and drink donated for the event
- ◆ See if you can get any equipment you need donated or loaned for the day
- ◆ Ask local entertainers or bands to perform for free

Maximise your fundraising

- ◆ Charge an entry fee
- ◆ Have collection boxes and buckets for people to drop their loose change in - we can supply you with these
- ◆ Hold a quiz, raffle or tombola
- ◆ Hold competitions and games for donated prizes
- ◆ Let people know where their money is going, and the difference it will make to the animals' lives. People are often more generous when they know that their contribution will really make a difference. We can provide you with posters and other literature to help
- ◆ Gift Aid it - please encourage your sponsors and donors who are tax payer to Gift Aid their donation. This enables us to claim a further 25p from the government for every £1 donated. We can provide you with the necessary Gift Aid forms
- ◆ Online giving - this is a quick and easy way for people to donate, and the funds will go straight to where they are needed. Once you have set up your webpage on our site you can share it on your social media and we can share it for you too. If you need help setting up your webpage, email us at supportus@animalsindistress.uk.com for help



Make the most of your supporters

- ◆ Promote your event well by following our top tips
- ◆ Ask everyone you know to help spread the word
- ◆ Ask people you know to donate or to volunteer to help on the day
- ◆ Don't forget to thank everyone that helped, after the event! Let them know what a difference they have made to the animals' lives.

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Promote your event!

Make your event a real success by promoting it well

Webpage



You can have your own page on our website where you can promote your event, gain sponsorship and accept donations. A webpage makes it very easy for you to collect donations, as your supporters can donate directly to Animals in Distress via your page.

We can set your page up for you, but it's also easy to set it up yourself if you want to - we are happy to help you with it, so just shout if you need any help.

Social Media



Social media is one of the most effective ways to promote your event and it's free. You can also post details on the Animals in Distress Facebook page and we can share the details with our followers.

Facebook @AnimalsInDistressIpplepen
Twitter @AIDIPPLEPEN
Instagram @animalsindistress

Community websites

Search for websites where you may be able to advertise your event for free, such as local community "what's on" sites. If a company can sponsor your event, ask if they can help promote it too.

Press Releases

Promote your event in the local media. Get in touch with your local newspaper, radio or TV station and tell them all about your event. Send them a press release - we can write this for you if you need help.

Posters

Make posters advertising your event, and ask local shops and businesses to display them. Design your own or use our poster template included in this pack. We can also help you by printing posters for you.



Logo



Make it clear on all material you produce which charity you are raising funds for. Please contact us to request our official charity logo.

Sponsorship forms

There is a sponsorship form included in this pack which you are welcome to use.

Literature

We can provide magazines and posters about our work for you to display at your event. We can also give you collection boxes and buckets to use on the day.



Blog

You could write a blog about your event - if you are doing a challenge event for example, you could blog about your progress in training.

Word of mouth

Don't forget to tell everyone you know about your event, and invite them and all their friends!

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Fundraising guidelines

Collections

Written permission from the owner is needed when you collect money on private property such as in a shop or pub, and a licence is needed when you collect on the street, on council land or door-to-door. Always use sealed collection boxes provided by Animals in Distress.

Collection boxes

If you place our boxes in local shops and businesses, please ensure that you have permission from the owner first. There are also legal requirements that we need to adhere to - our boxes are numbered and logged to a specific location, so you will need to tell us where you have put the box.

The boxes require a seal by law, so please never open them. When a collection box is full, just let us know and we will collect it and provide a new one.

Letter of authority

We can write you a letter that you can show to prove you are fundraising for Animals in Distress. Please get in touch if you would like one of these.

Music

You may need a PRS licence if you are going to play music at your event. See www.prsformusic.com for more information.

Health & Safety

You should carry out a risk assessment to ensure you properly address any hazards at your event - we can provide you with a template for this. You will need to arrange First Aid cover, and inform the local police and council if the event is in a public area.

Insurance

You may need to take out insurance for an event, such as Public and Products Liability Cover and insurance against theft or damage of money/equipment.

Always get copies of insurance and certificates from any suppliers.

Food and alcohol

If you are serving food in a public area you may need a licence and make sure you also get copies of food hygiene certificates from caterers.

If you plan to sell alcohol at an event which is not already licensed you will need an alcohol licence, and your local council can advise you on this.

Raffles

Raffles must be drawn on the same day that you sell the tickets, and the price of each ticket should not be more than £2. If your raffle lasts longer than 24 hours there are strict rules that apply - ask us for more guidance.

Children

You must consider the safety of any children at your event. Encourage parents to attend with their children and make provision for lost children. Never take photos of children without a parent's permission and ask for copies of DBS checks from any children's entertainers. Children should not enter any raffles or games where the prizes include alcohol.

Animals

If any animals will be at your event you must also consider their safety and that of the people around them. For more guidance please contact us.

Need more information?

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Quick photo guide

Thank you for supporting Animals in Distress. We are so grateful for all of your support, and we love to be able to promote all of your hard work on our social media, in our magazine and the local press. To help us do this, please send us your photos, taken at your fundraising event and in the lead up to your big day.

Photos that will be used in print need to be high resolution, but this doesn't mean that you need a flashy camera; photos taken on your smart phone will be good enough quality, but we will need the full sized originals (greater than 1MB in size) to be able to use in our magazine.



Here are our top tips for snapping a great photo.

Tell your story: Use your photos to tell the story of your fundraising - both in the lead up to your event, and on the day itself. Think about where you're taking the photo, what props may be appropriate and what clothing or costumes to wear.

Focus: Make sure that the subject of your photo is in focus, and not blurred.

Composition: Make sure the people you are photographing are nicely centred in your photo.

Background: Don't forget to check what is in the background of your photo. Is there something that shouldn't be there, such as rubbish bags, or another group of people etc? Reposition the people in your photo so that the background complements the story.

Fill the frame: Make sure that your subject fills the frame - if there is too much background or foreground in your photo, then get closer to the people you are taking the photo of.

Light source: When taking a photo indoors don't position the people you are photographing in front of a window, as the light pouring in behind will cast them into shadow.



If you're taking a photo outside don't have the sun behind the people in the photo, but don't turn everyone to face directly into the sun either. Position everyone so the sun lights their faces without making them squint. If it's a very sunny day you may need to find some shade for the best light.

Children: If there are any children in your photos, please make sure that you have their parents' signed permission for them to appear in our publicity material.

Camera lens: Make sure your camera lens is clean.

Smile! : make sure that everyone is looking at the camera with their eyes open and smiling. It might help to take a few photos and then choose the best one.

See over

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Share on social media

Social media is a great way to get your message out there and let people know what you're up to.

Follow our Facebook, Twitter and Instagram accounts to keep up to date with all our latest news, and let us know how you're getting on with your fundraising. You can use photos and videos to tell your story and keep us updated - we would love to hear your progress!

 **Facebook**
Like us on Facebook so you can tag us in your status updates @AnimalsinDistressIppelen
Post on our page www.facebook.com/AnimalsinDistressIppelen

 **Twitter**
Tag us on Twitter @AIDIPPLEPEN or use the hashtag #AIDIPPLEPEN

 **Instagram**
Follow us and tag us on Instagram @animalsindistress



Don't forget to send us your fundraising photos!

You can email photos to supportus@animalsindistress.uk.com. If your photos are to be used in our magazine, or if you have a lot of photos to send you can send them via www.wetransfer.com to ensure we receive the full sized photos.

By submitting your photos, you are giving us permission to use them in any of our publicity. If you do not wish us to do this, please let us know.

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Animals in Distress

Registered Charity No. 1105487

Sponsorship Form

Event _____ Date _____

Name _____

Address _____

Postcode _____

To qualify for Gift Aid you must be a UK taxpayer and pay an amount of Income Tax or Capital Gains Tax at least equal to that which the charity reclaims on your donations, in the tax year.

Gift Aid?	Name	House No/ name	Postcode	Amount	Paid

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Thank you for your support
All money raised will go towards helping the animals at our Rescue Centre
www.animalsindistress.uk.com