

FUNDRAISING YOUR WAY



WHATEVER CHALLENGE YOU'VE DECIDED TO DO, THANK YOU FOR DOING IT FOR BATTERSEA. BECAUSE WITH YOUR SUPPORT WE CAN BE HERE FOR EVERY DOG AND CAT.



BATTERSEA

HERE FOR EVERY DOG AND CAT



THANK YOU

We want to say a massive thank you for choosing to take on a challenge on behalf of Battersea. Last year we took in nearly 7,000 animals who had nowhere else to go – and thanks to the support of generous people like you, we could offer them the vital medical care, love and attention they needed.

Whether you're already bursting with ideas, or need a nudge in the right direction, this handy guide is full of top tips on everything from fundraising ideas to advice on how to pay your money in. So, put the kettle on, have a read through and get inspired!

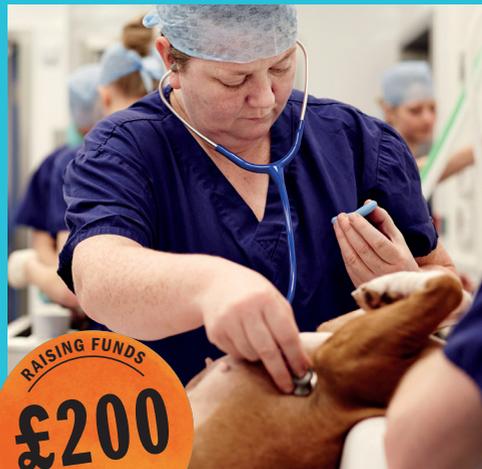
If you need any further advice or help, we're always happy to chat. Get in touch with us Monday to Friday, 9am-5pm at:

events@battersea.org.uk
020 7627 7883

HOW YOUR FUNDRAISING CHANGES LIVES

EVERY PENNY YOU RAISE MAKES A DIFFERENCE TO OUR DOGS AND CATS.

HERE IS HOW REACHING YOUR TARGET WILL MAKE A DIFFERENCE TO THE ANIMALS IN OUR CARE:



RAISING FUNDS
£200
FOR BATTERSEA

could help provide one-use items for our state-of-the-art clinic for one day. This includes gloves, bandages and syringes. On average, 19 animals undergo medical treatment each day.



RAISING FUNDS
£400
FOR BATTERSEA

could cover the cost of caring for one cat during its stay at Battersea, including food, bedding, toys and anything else they need to make their stay as stress free and comfortable as possible.



RAISING FUNDS
£2,000
FOR BATTERSEA

could be used to care for one dog from the moment it arrives at Battersea. This includes everything from any medical care it requires, all food, bedding and toys, to any additional care the dog needs once in its new home.



MANY WAYS TO FUNDRAISE

QUICK EARNERS

Bake sale

These always go down well at work. If you ask nicely, we're sure your colleagues will help you bake treats to sell.

Sweepstake

Make your challenge even more competitive by asking people to donate to guess your time – the person who comes closest wins a prize. To get your own Battersea Sweepstake, please get in touch with the team.

Offer your help

Whether it's making the office tea all day or doing all the housework – people are very keen to donate when it involves getting out of boring jobs.

Sweets in a jar

Fill a big jar with something appetising and charge for guesses. The winner takes the lot – simple!

Pet sitting or dog walking

As an animal lover, it's a double win if you can raise money for Battersea while doing something you love.



BIG IDEAS

Raffle

Get in contact with local businesses and see if they'll donate a prize you can raffle off. Once you've got a few together, sell raffle tickets to everyone you know.

Pub quiz

It's a classic for a reason. See if your local pub will let you host a quiz and then invite friends and family along to compete for a prize. We have a 'pub quiz' we can send you - just get in touch!

Collection tins

If you have a good relationship with your local pub, café or shop, why not ask if you can pop a collection tin on the counter to help with your fundraising. Please ensure you have permission and then get in touch and we can help you get it sorted.

Film night

Invite friends and family to donate to attend a film fiesta. Then put your pjs on and relax, just make sure there are enough snacks to keep everyone happy.

Coffee morning

Everyone loves a cuppa, cake and a chat. So, invite people along for a coffee morning and charge for refreshments. It's also a great opportunity to tell a captive audience about why it matters to fundraise for Battersea.

Swap shop

Set up a swap shop and ask everyone you know to donate unwanted items. People can then come and swap their items for a donation. It's a great way to declutter (and get new things!) without breaking the bank.

Sponsored dog walk

Organise a dog walk in your local area and then ask people to take part for a donation.





WILBUR DEFIES THE ODDS



Wilbur came into our Battersea Old Windsor centre as a stray at 12 weeks old. It was clear he was having trouble walking as he had severely bowed front legs.

The Veterinary team assessed Wilbur and, to try and avoid putting the tiny puppy through surgery, they put a physiotherapy plan in place. The plan was designed to help strengthen his legs and to allow him to move more comfortably. To be able to really focus on following the plan, Wilbur went to a foster home with one of our experienced carers.

The plan included him going from the sit position to the down position to strengthen his muscles. To start with this was done with the support of bandages until Wilbur was able to do this unaided. Over the course of eight weeks, Wilbur's legs greatly improved and the Veterinary team were really pleased with his progress.

Two months after turning up on Battersea's doorstep, Wilbur went to his new home. With regular exercise he will continue to improve and live a happy life, pain free.



ALI'S FUNDRAISING SUCCESS

In 2018, Ali took on the epic challenge of running the London Marathon in aid of Battersea's dogs and cats. Ali is a huge animal lover and said, 'I chose to run for Battersea because I wholeheartedly believe in all the work that they do.'

To ensure she reached her £2,000 target, Ali did a variety of different activities. She hosted a hugely popular crafting workshop where she supplied materials and then asked people to donate to customise a Christmas jumper or make a card. This made £100 towards Ali's target. She also asked colleagues to bring in clothes, books and accessories that they would otherwise throw out or take to a charity shop and made a make-shift shop in her office. People could then come and take what they wanted for a donation that they felt was appropriate. There was also a star rail for the really good items, where she suggested a donation of £5-10. In total this generated £200 towards Ali's target. Ali also organised a pub quiz and raffle and had the unique idea of asking people to donate to choose a song for her marathon training playlist.

Thanks to all her hard work and original ideas, Ali smashed her fundraising target and raised an incredible £3,118 for dogs like Wilbur.

TIPS FOR ONLINE FUNDRAISING

The best way to bring the money in is to share, share, share. The more people that know about what you're doing, the more likely it is you'll hit (and surpass!) your fundraising target. Here are some handy tips to make your life easier:

Start an online giving page

To start fundraising, head to JustGiving or Virgin Money Giving to set up a page. Select 'start fundraising' and when asked which charity you're supporting, select 'Battersea'.

Personalise your page

Make your page stand out by giving it a personal touch. Once you've logged in to your page, add photos and share your story so people understand what Battersea means to you.

Set a target

On average, pages with a fundraising target raise 45% more than those without. So, let your supporters know how their donation will contribute towards your goal.

Make it clear where the money goes

On page 4-5 of this guide, there's some useful information that'll help you clearly

show people how life-changing their donations will be.

People like knowing how their donations help – so share with them on your online giving page how small amounts could change things for the better for Battersea's dogs and cats.

£10 could provide three dogs' collars and leads for their time at Battersea, meaning they can go on walks to the park.

£20 could cover the screening of four cats for Leukaemia and FIV, ensuring they get the vital treatment they need.

£60 can microchip 10 dogs and cats, meaning if they get lost that they can be reunited with their owner.

Start strong

Once you've set up your page, email the link to close family and friends.

They're most likely to support you and seeing the donations mount up always encourages other people to dig deep.

Think tactically

Sending the link round on pay day is always a good tactic if you want people to be generous.

Matched funding

Many employers offer a matched funding scheme, where they donate a fixed amount to your target or match the amount you raise. If that's an option, it's a really simple way for you to up your sponsorship.

Post your success

Don't forget to tell your friends and family how well you did and share your photos. Now that you've completed your challenge, they're more likely to sponsor you.

Thank your sponsors

And finally, always make sure you thank people. Let them know how your fundraising went, what their support means to you and what a difference their donation makes to Battersea's dogs and cats.

You can visit battersea.org.uk/socialtips for more ideas on how to use social media to boost your fundraising for the event



RAISING MONEY
FOR BATTERSEA



EVENT

DATE

TIME

We're supporting Battersea so abandoned dogs and cats have a brighter future.
Find out more about Battersea's work by visiting battersea.org.uk

THANK YOU

THANKS TO YOUR
GENEROUS SUPPORT, WE RAISED

FOR BATTERSEA

Find out more about Battersea's work by visiting battersea.org.uk



Photo: Getty Images, iStockphoto.com, iStockphoto.com, iStockphoto.com



PAYING YOUR MONEY IN

There are several options for sending us your money safely.

Cash

If you have a cash donation, please don't send it through the post – just pay the money into your account and either send us a cheque, call us to pay by debit or credit card or add it to your online giving page as an offline donation.

Phone

Call our Supporter Services team on 020 7627 7883 (Monday to Friday, 9am-5pm).

Cheque

Bank any cheques made payable to you, then write a cheque to Battersea Dogs & Cats Home for the amount collected. You can send your cheque to: Challenge Events team, Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.

Online giving page

Using JustGiving or Virgin Money Giving is the best way to send us your money and setting up a page is quick and easy. Follow the instructions on the website you choose and the funds will automatically transfer to Battersea. You can see our tips for online giving on pp 12-13.

Paying in online

Head to battersea.org.uk/donation-form to pay your money in quickly and easily. Select 'Single Donation' then 'Other' and enter the amount you would like to donate. Your 'Donation Type' will be 'Fundraising/Sponsorship', then simply enter the name of your event.

Bank transfer

If you want to do an online bank transfer to send your donations to us, please get in touch and we can provide you with a unique reference number.

BE PREPARED

It's important to make sure all your fundraising is safe and legal.

Follow the tips below if you are looking to hold your own fundraising event.

Under 18

If you're under 18 you can still fundraise in aid of us, you'll just need to make sure you have the permission of a parent or guardian. Call us on 020 7627 7883 (Monday to Friday, 9am-5pm) and we can help you get started.

Getting permission

If you're holding an event somewhere public, you'll need to make sure you have permission from the local authority or property owner. If you plan to take photos of people at your event, it's important that you have their permission to do so. If you're collecting personal information from people then keep it safe, don't share it and only keep it for as long as necessary.

Insurance

When organising a fundraising event, you're responsible for making sure it poses no risk to others. For events involving the public, it's essential to have Public Liability Insurance, so make sure you check your venue has sufficient insurance to cover your event.

Food

If there's any food at your fundraising event, make sure you read up on preparing, cooking and storing it at food.gov.uk. Don't forget to check if your food is safe for your dogs or cats if sharing with them.

First Aid

It's always wise to have a first aider around when you're hosting an event, whatever the size. Please contact a first aid provider who will advise how many you require based on your event.

Fundraising Materials

If you would like any fundraising materials, please get in touch. We have Battersea banners, balloons, stickers, posters and cardboard collection boxes that we can post to you.

If you would like to hold a bucket collection at your local supermarket or train station, to boost your fundraising, please get in touch and we can give you more information.

Phone: 020 7627 7883 (Monday to Friday, 9am-5pm)

Email: events@battersea.org.uk

THANK YOU

Without incredible people like you, the 7,000 animals that arrive at Battersea every year wouldn't get the second chance at happiness they deserve.



Registered with
**FUNDRAISING
REGULATOR**

Battersea Dogs & Cats Home is a charity
registered in England and Wales (206394)