



Fundraising Guide



**Help us find thousands of dogs
their forever loving homes...
and have a great time doing it!**

Welcome

Welcome to the Fundraising Guide for schools and young people from Dogs Trust. We've packed it full of ideas to help you plan and hold a successful fundraising event or activity. Remember it's always necessary to get permission from a parent or guardian before fundraising. There are lots of fun ways for you to support our work and have a great time doing it!

As well as this helpful guide, we have also provided:

- A promotional poster with space for you to promote your own fundraising activity for Dogs Trust.
- A fundraising thermometer for you to display and show how much you have raised, and how that money will help Dogs Trust.
- A collection tin label to affix to your collection buckets, to let everyone know that you are fundraising for Dogs Trust.
- A sponsor form you can use for sponsored activities.



About Dogs Trust

Together we can ensure all dogs enjoy a happy life, free from the threat of unnecessary destruction.

Dogs Trust is the UK's leading dog welfare charity and through our network of rehoming centres we try to find loving homes for thousands of unwanted dogs. We are reliant on voluntary donations to continue our work and without your support it would be simply impossible to care for over 15,000 dogs every year.

Each year more and more Dogs Trust supporters decide to get active to raise funds for dogs in our care. There is plenty to get involved in!

For over 50 years, we've promised to never put down a healthy dog. We keep our promises and that includes treating your personal details with care. In order to communicate with you more effectively, better understand your preferences and ability to support our work, we may analyse your data. We do share your information within the Dogs Trust Group; currently Dogs Trust Worldwide, Dogs Trust Ireland and Dogs Trust Promotions. For more information on this visit our privacy section, [dogstrust.org.uk/privacy](https://www.dogstrust.org.uk/privacy). You can opt out of communications or change your preferences at any time by phoning 020 7837 0006 and asking for the Education team or email educ@dogstrust.org.uk

Our education officers

Your local Education and Community Officer can provide free, curriculum linked **school workshops** that will give you an understanding of why it's important to be **responsible dog owners** and how to stay safe around dogs.

For more information visit our dedicated education website www.learnwithdogstrust.org.uk where you can also download games and activities to do at home.

How will fundraising help?

Dogs come to us for a variety of reasons; families can't afford them anymore, they grow too big for their homes, their behaviour becomes difficult as well as people or pets becoming ill. When all dogs come into our care we want to give them the best opportunity at finding a loving new home



To help them on their way they are given a health check, which consists of vaccinations, neutering and microchipping them, if they aren't already. They would also be checked to see if they had any pre-existing conditions that would require extra care and attention.



All dogs are pampered in our grooming suite to get rid of any dirt or build-up of fur, as this can make them uncomfortable.



After this we'd let them settle down in their kennel where they will be fed twice a day...



...as well as getting exercise at least 3 times a day, by our trained staff who will take care of them until they are rehomed.



So we need people like you to help us raise valuable funds for the dogs here in our care, which you can help do with all the tips and tricks in our fundraising guide.



Here are some top ideas:

Dogs Trust yellow day

You and your teachers could all pay £1 to wear something to school that is the colour yellow in support of Dogs Trust.

Lend a paw

You can ask family and friends to sponsor you to do good deeds or household chores.

Bake sale

Organise your own Great British Bark Off at your school or a summer fete in your local community. Then find an expert to judge the cakes by appearance and tastiness!

Car boot/yard sales/jumble sales

Make space in the garage and raise funds for Dogs Trust at the same time. Why not sell your unwanted items and donate the profits to the dogs?

Photo competition

How photogenic is your dog? Ask a group of dog loving friends to submit a photo of their little treasure along with a donation. The best photo wins a prize!

Waggy tail trail!

Organise a treasure hunt for your friends and their dogs. Search for clues around an area of interest to find a prize. Donations to take part go to Dogs Trust.

Talent shows

We all have hidden talents! Organise an event with friends and family to show off their secret singing or circus skills. Raise money by asking for donations on the door to go to Dogs Trust.

Birthdays

Having a birthday party and bored of the same old gifts? Why not get your friends and family to donate to Dogs Trust instead. For donation envelopes email our Fundraising Team at fundraisewithus@dogstrust.org.uk

School events

If you are organising a school event, why not use this to raise money for Dogs Trust. For example, at your school fete or jumble sale, have a Dogs Trust stall or hold a school disco and have some of the entry charge donated to Dogs Trust.

Tip!

Use our Dogs Trust collection tin label, simply stick on any pot big or small, you can find.

Tell us about it!

Remember to send us your photos from your fundraising events! We love to see what you've been up to and are always looking for photos and stories to use in our promotions and on our website.

Making your donation

When fundraising, there are a few options in which to make your donation:

- Setting up a JustGiving page is quick and easy and lets you watch your donations grow! Visit: www.justgiving.com
- Donations can also be made online here: www.dogstrust.org.uk/donation
- Donations can be made over the phone by contacting our customer services team on: 020 7837 0006.

- Alternatively, you can send in a cheque made payable to Dogs Trust along with a cover letter including your contact details so we can write back and thank you!
Please send to:
**Education,
Dogs Trust,
17 Wakley Street,
London, EC1V 7RQ**

Remember to always ask permission from a parent or guardian before fundraising.

Here's a list of how your donations can help

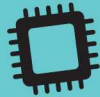
£1-5

Treats



£12

Microchip



£18

A cosy bed



£20

Vaccinations



£21

Special formula
(for puppies)



£33

Weekly vet checks



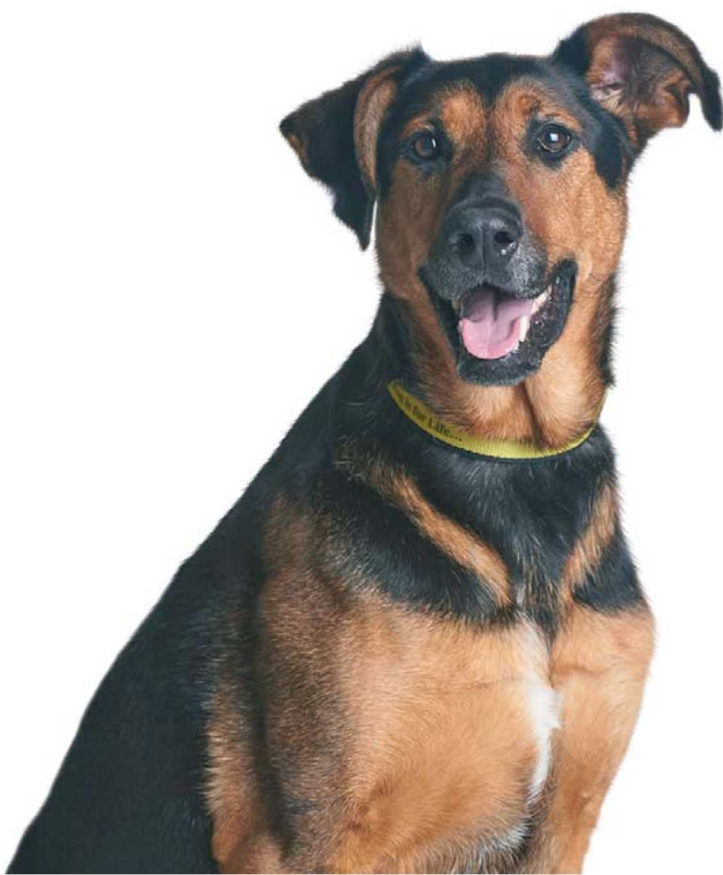
£40

Training classes



£90

Neutering



Runs and challenge events – Get active for dogs!

Each year hundreds of Dogs Trust supporters decide to take on a challenge and raise funds for the dogs in our care.

Run for the dogs!

We have places in many fantastic running events. If you are interested in running in any of the following, get in touch today!

May

**Edinburgh Marathon Festival
(5K/10K)**

May

**Simplyhealth Great Manchester Run
(10K)**

July

**Virgin Sport Westminster British
(10K London Run)**

September

**Simplyhealth Great North Run
(13 miles, Newcastle)**

October

**Bournemouth Marathon Festival
(5K/10K)**

October

**Simplyhealth Great South Run
(10 miles, Portsmouth)**

December

**Santa Run (Victoria Park, London)
(5K & 10K)**

Various locations

**Dog Jog (5k)
www.dogjog.co.uk**

Various locations

**Tough Mudder
www.toughmudder.co.uk**

If you've already arranged your own place in an event please let us know and join Team Dogs Trust!

Other ways of fundraising

Walkies!

Four doggy legs may be better than two, but pupils can still do a sponsored walk, swim, hop, skip or jump to raise money. Choose a scenic route for a 5k or 10k walk and make a day of it! For advice about taking part in a sponsored dog walk email our Fundraising Team at fundraisewithus@dogstrust.org.uk

Your school could sponsor a dog!

For as little as £1 a week, your school could help Dogs Trust give an abandoned dog a safe and happy home. If you sponsor a dog, your school will get a best friend for a year, as well as receive regular updates about your dog, a photo of your dog, a certificate and some stickers. To find out more, visit: www.dogstrust.org.uk/sponsor

Charity shop

Dogs Trust Charity Shops are calling on local dog lovers to donate any pre-loved items to help them fill their shops. The team is looking for donations of unwanted items from toys and clothing, shoes and jewellery to electrical goods and DVDs. Proceeds from all sales go towards helping the dogs in our care. Make sure you check with your parents first and get their permission before donating anything!

A full list of charity shop addresses can be found on our website www.dogstrust.org.uk



Fundraising guidelines

Before you start raising money for Dogs Trust, please get your parent/guardian or teacher to think about the following

The legal bit...

Permission – If you are organising a doggy event in a public place, make sure the venue is dog friendly and you have permission.

Food – If you're selling food or it is available please consider safety laws; to be sure, contact the Food Standard Agency on at www.food.gov.uk

Dogs Trust branding – If you're using our logo and charity numbers you must contact us for guidelines and approval.

Stay safe! – It is important to make sure everyone at your event, including spectators, stays safe while having fun. Consider first aid requirements for both humans and dogs. Dogs Trust cannot accept responsibility for accidents, so make sure your event is safe for everyone involved. If you are going to be carrying money around take care – always use a safe route and always have someone with you and/or carry a personal alarm. For more information on health and safety please contact Dogs Trust.

Insurance – Ensure your venue has sufficient insurance to cover your event. If you organise an event that involves the public, you will need to ensure you have adequate public liability insurance. Check if you have a company policy covering you for such activities. Dogs Trust is not able to provide liability insurance for events.

All poop must be scooped! – Be a responsible dog owner and ensure you come prepared with poo bags. Speak to Dogs Trust if you need some.

Keep your fundraising legal – Fundraising is controlled by law and regulation. You as a fundraiser and Dogs Trust can be fined for breaking the rules, so if you're not sure, please do get in touch with us.

If you have any questions about anything, please do not hesitate to contact the Community Fundraising Team at: fundraisewithus@dogstrust.org.uk or telephone: 020 7837 0006

Phew, now the fun bit!

Advice: Remember the Fundraising Team is on hand to give advice and help if and when you need it.

People – Get a team together of friends and family to help and support you and make sure everyone knows what they are doing. The more people involved the more fun the day will be!

Publicity – Word of mouth is an excellent form of free advertising - tell everyone about what you are doing.

Online fundraising – Get your parent, guardian or school to set up a JustGiving page for your event to collect donations then send the link to everyone you know www.justgiving.com/dogstrust – a simple, secure and effective way to collect donations online. Personalise it with photos and updates about your event and your friends, family and contacts all over the world can add their encouragement as well.

Why set up an online fundraising page?

- It's easy for people to sponsor you straightaway by credit or debit card, instead of sponsors saying they will and then forgetting!
- You don't have to chase anyone up for money.
- Gift Aid is automatically added, collecting a 25 per cent bonus with no extra cost or effort from your sponsor if they are a tax payer.
- It's secure, with all sponsorship money sent to Dogs Trust immediately after being donated on JustGiving.
- To set up your page please visit JustGiving and follow the links. It only takes a few minutes!

If you've raised money offline, please send your sponsorship to: **Dogs Trust, FREEPOST, WD360, 17 Wakley Street, London, EC1B 1NA** (cheques payable to Dogs Trust)

If you have any questions about anything, please do not hesitate to contact the Community Fundraising Team at: fundraisewithus@dogstrust.org.uk or telephone: 020 7837 0006

Thank you

so much for choosing Dogs Trust! We hope we've armed you with enough information and advice to help raise essential funds for us.

No matter how large or small your event, it will go a long way to helping the dogs in our care.

We hope your event goes well and look forward to hearing all about it.

Good luck

from us all at Dogs Trust



www.dogstrust.org.uk
www.learnwithdogstrust.org.uk

If you need to get in touch with us for any reason please call our customer services on **020 7837 0006**



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