



fundraising support pack

Providing shelter from harm and the promise of a brighter future

You can make a difference



Wild Country Lane, Barrow Gurney, Bristol BS48 3SE • Tel: 01275 474719 • www.hollyhedge.org.uk

Reg Charity No: 294606

The animals need your support

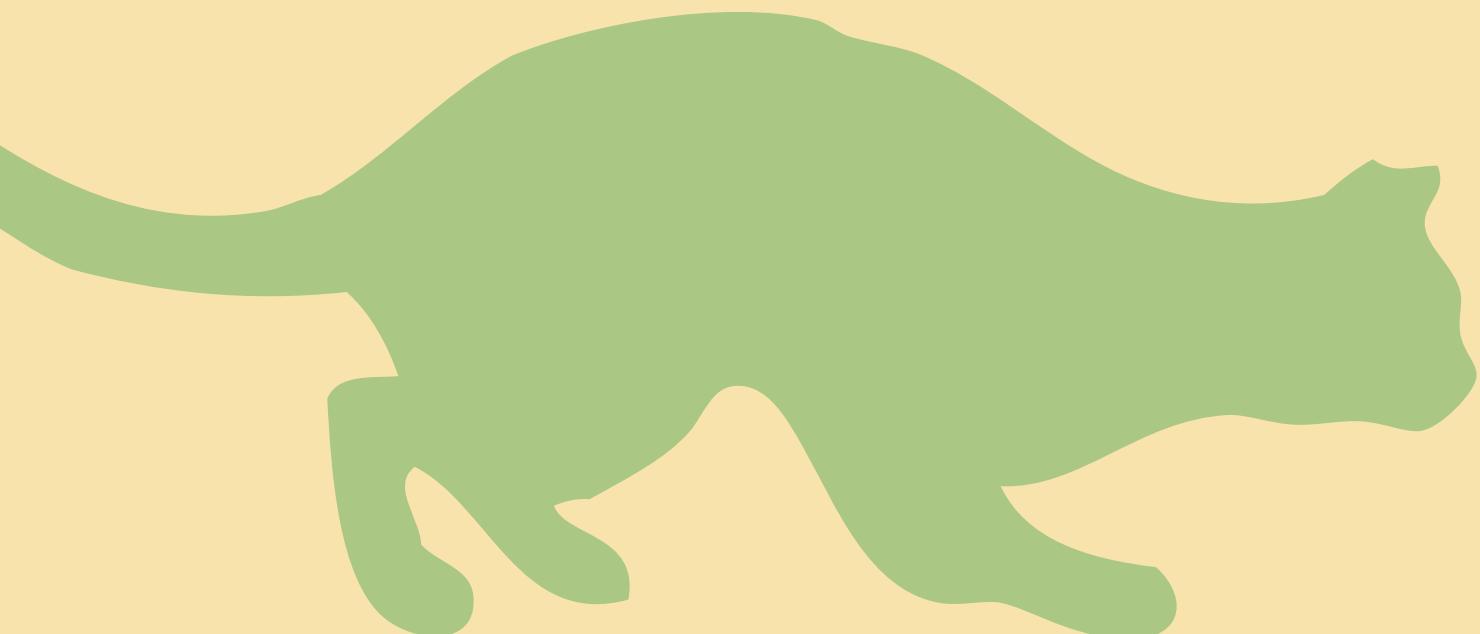
Holly Hedge Animal Sanctuary take in over 700 unwanted, abandoned and often mistreated cats and dogs every year, caring for them until a loving new forever home can be found. We receive no funding from the government or the National Lottery and rely on the generosity and goodwill of our supporters to raise the £450,000 needed each year to keep our kennel and cattery doors open.

Why help us?

We need the help of our local community to help us look after the 700 plus animals that come through our doors every year. Without donations from our supporters, we would not be able to carry out the lifesaving work that we do.

You can help us care for the hundreds of animals that come to us each year — and help us mend their broken hearts.

By organising your own fundraising event, you will make a big and long-lasting difference to the lives of the cats and dogs we care for.



Fundraising ideas

Your imagination is the only limit. Whether with friends, work colleagues or schoolmates, whether silly or sensible, whether big or small - fundraising is all about having fun and enjoying yourself whilst raising money for a worthy cause...here are some ideas to get you started!



Idea 1: Dress down day – at school!

Teachers and pupils could all pay £1 to wear their favourite outfit to school! Or you could have a themed dress day; maybe everyone could dress up as cats and dogs? It's easy and everyone can get involved.



Idea 2: Cake Sale – at work!

Get a few colleagues bake some cakes and biscuits and then sell them to your boss and fellow workers! Everyone likes cake yum yum. To make some extra cash why not offer to make tea and coffee and charge for delivering it to your colleagues desk? Just make sure everyone is aware of the charge involved!



Idea 3: Quiz night – with friends, family & the community!

Organise a quiz; at your local pub, village hall or community centre. Everyone loves a good quiz, you could even make it animal themed! Charge for team entries and ask a local business to provide the winning team's prize.

How to start fundraising

Choose your fundraising activity

Decide which fundraising activity you would like to do and set a time and date. You will need to check that the venue is available and that you have permission to carry out your fundraising activity.

Shout about it!

Let everyone know (family, friends, work colleagues and Holly Hedge Animal Sanctuary) about your event and use our poster template to get the word out. The more people that know – the more support you'll get – and the more money you will make! Why not use our sample press release to let local papers know about your efforts? Holly Hedge can also advertise your event on Facebook and our online events calendar!

Hold your event

Make sure you have fun whilst raising vital funds for Holly Hedge Animal Sanctuary and watch those pounds pour in! Use our fact sheet so you are prepared for any questions about the work that we do – remember, organisation is the key to a successful fundraiser!

Make your donation

Count up the money and contact us! Use our money return form to send your donation in, and we'll send you a certificate to say a big thank you. If you would like to come and visit us at the Sanctuary, we can show you how your money is making a difference, and you can meet some of the animals that you are helping.



HOLLY HEDGE
Animal Sanctuary

Providing shelter from harm and the promise of a brighter future

mend a broken heart

I am holding a:

at:

on:

at:

**Come along and join in the fun and help us
raise vital funds for the animals at
Holly Hedge Animal Sanctuary**

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sample press release

Local school to the rescue of unwanted pets this winter

(NAME OF SCHOOL) pupils and staff are holding a (INSERT FUNDRAISING EVENT) to help raise funds for the animals at Holly Hedge Animal Sanctuary.

Pupils and staff from (NAME OF SCHOOL) want to show their support for the Sanctuary, which rehomes more than 700 unwanted, abandoned and often mistreated animals every year.

(NAME) comments, "Holly Hedge Animal Sanctuary does such a fantastic job looking after all the cats and dogs every day and we just wanted to do our bit to show our support and to do something to directly help. We understand that supporters who organise fundraising events, like our (INSERT EVENT NAME), are vital to the survival of the Sanctuary and we want to do our bit to help them. We are holding our (INSERT EVENT – E.G. CAKE SALE) on (INSERT DATE, LOCATION AND TIME) and hope to raise lots of money to help care for the unwanted and abandoned animals at Holly Hedge."

Holly Hedge, a local rehoming centre on the outskirts of Bristol, provides essential shelter, veterinary care and rehoming services to more than 700 cats and dogs every year and is a totally independent, self-funding charity, which relies solely on donations, fundraising and legacies to meet its £450,000 annual operating costs.

Anyone interested in organising a fundraising event in support of **Holly Hedge** should contact **Hannah Wozniak** in the fundraising department on: **01275 474 719** or email **hannah.wozniak@hollyhedge.org.uk** Alternatively, more information can be found at **www.hollyhedge.org.uk** in the 'Get Involved' section.

Date: XX/XX/XXXX

Notes to the Editor:

Holly Hedge Animal Sanctuary is a local and independent re-homing centre based on the outskirts of Bristol, providing essential shelter, veterinary care and re-homing services to more than 700 animals every year.

The Sanctuary does not receive financial support from the government or National Lottery and therefore relies totally on donations, fundraising and legacies to secure more than the £450,000 required every year just to keep the Sanctuary running.

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fact sheet

-  **Holly Hedge Animal Sanctuary** is a local independent charity based in Barrow Gurney on the outskirts of Bristol, with over 700 unwanted, abandoned and often mistreated cats and dogs relying upon us every year.
-  We operate a non-destruction policy and aim to find every single animal a new loving home, no matter how long this may take.
-  At any one time we can have up to 120 cats and kittens and up to 70 dogs and puppies in our care. From time to time, if we are able to find a space. We also take rabbits and guinea pigs, and have even been known to take in sheep, chickens, goats and birds. Members of the public also bring injured and sick wildlife to us, although we do not have the facilities to care for these animals at the Sanctuary we are able to contact other wildlife rescue organisations to get them the help they so desperately need.
-  The Sanctuary encourages good health, welfare and improved quality of life for all animals through promoting responsible pet ownership. We actively seek to get involved with our local communities to help owners learn how best to care and provide for their pets.
-  Our running costs are in excess of £1,300 per day – that's over £450,000 a year! These costs are met through donations, sponsorships, charitable trusts, fundraising events and legacies. The Sanctuary does not receive financial support the government or National Lottery to help with our life saving vital work.
-  The support of the community is vital to the survival of the Sanctuary and the continuance of our life saving work.
-  £25 would buy a bed to help keep our elderly dogs warm and comfortable. For more information about how your money would help please see our website www.hollyhedge.org.uk or email hannah.wozniak@hollyhedge.org.uk

More fundraising ideas from A-Z!

Hold an **Auction of Promises**! Have a **Bad taste dress up day**! Hold a **coin mile** – get everyone to donate £1 and aim for a mile long pile! Take part in one of our organised **challenge events** (go to our website www.hollyhedge.org.uk and look in the ‘Get Involved’ section to find out more!) Hold a **dinner** and ask guests for donations – you could even organise a progressive supper in your home town! Turn out your drawers and lofts and **sell unwanted items on Ebay** or at a **car boot**! Use **Facebook** and other social media sites to encourage your friends and family to support you! Run a **fashion show**! Get your donations to go even further by asking your donors to gift aid their pledges! Look on **google** for even more ideas! Hold a **silly hat day**! Hold an **ice-cream eating contest**! Use **JustTextGiving** to easily get donations from friends, family and work colleagues! Hold a **karaoke night**! Hold a **lucky dip** or **line dancing night**! Hold a **marathon event**: it could be table tennis, badminton, aerobics or even sleeping lions! Hold a **masked ball**! Have a **name the teddy competition**! Do **odd jobs** for people in your neighbourhood, workplace or school and ask for a donation! **Parachute** for free – just reach the minimum sponsorship amount! Hold a **plant sale** or organise a **pool tournament**! Run a **quiz night** – everyone loves a good quiz! Hold a **race** (think sack racing, baby races, tied together races!), or **run a raffle**! **Get sponsored** – you can set your own sponsorship challenge; so get creative! Why not place a **swear box** at work or at home?! Have a **tea party, treasure hunt or theme day**! Wear your **undies on the outside** or collect used stamps from friends, family or work! Hold a **variety show**, and showcase the skills and talents of your local community! You could run a **Valentines speed dating night**! Run a **wine-tasting night** or a **welly throwing contest**! Make and sell **Christmas cards and decorations**! Run a **yacht race**! Or get your mates to take part in a **Yodelling competition**! Run a sponsored **Zumba-thon**!

As you can see, the only limit is your imagination! For more information on any of the above ideas or to discuss one of your own call us on 01275 474 719 or email hannah.wozniak@hollyhedge.org.uk

Keep it legal and keep it safe!

No matter what type of event you are proposing to hold, there will be legal and safety issues that the event organisers will need to consider. Holly Hedge can take no responsibility for any injury, losses or damage caused or sustained as a result of fundraising events in aid of Holly Hedge Animal Sanctuary. It is the responsibility of the event organiser to comply with legal and safety regulations.

Keep it legal

There are many rules and regulations that govern the running of activities which involve the general public. You are responsible for ensuring that any activity you organise in aid of your fundraising for Holly Hedge complies with the law. Holly Hedge cannot accept liability for activities run in its name.

There are many sources of information and advice. Local councils, Police, Trading Standards Offices, and The Council for Voluntary Action may all be able to offer advice and support, depending on what you're planning to do. If you describe your intentions and explain who is likely to attend, these organisations should be able to advise you. Or try your local library – or the internet. One word of caution: make sure the information/advice is applicable and relevant to the UK (and its laws!), rather than to any other country.

Seeking advice and permission:

Contact your local council for any necessary permissions, licensing, trading standards, and health and safety issues.

Contact your local police if you are planning an event in a public place. For example, if the event is to be held on public roads, or if it could cause traffic disruption.

Other resources:

The Institution of Fundraising www.institute-of-fundraising.org.uk, The Directory of Social Change www.dsc.org.uk

Street and house-to-house collections

If you are planning a collection we can supply collection cans or buckets. All you need to do is get in touch with the Running Team and request a Collection Can.

You will also need a licence from your local authority to collect funds on the street – in any public place, or house-to-house. It is illegal to collect funds in this way without a licence. Most local authorities publish information about how to get a licence on their websites and you should allow at least one month to obtain one.

Keep it legal and keep it safe!

If you're collecting on private property, such as in a pub or supermarket, you must obtain permission in writing from the owner or manager. And when you're collecting, you must always have a copy of the licence or written permission with you. Anyone who's collecting on your behalf must be aged 16 or over (so must you!). Please do not pressurise people to donate – and please do not act in a manner that might damage Holly Hedge's good reputation (or even your own!).

Raffles and lotteries

There are very strict and complex laws relating to raffles and lotteries. Fundraisers **MUST** consult The Institute of Fundraising Laws (www.institute-offundraising.org.uk) before organising a raffle or lottery.

Keep it safe

- Holly Hedge is able to provide cover for certain events you organise under our own Public Liability Insurance. If you are organising a fundraising event we recommend that you contact the fundraising team to check if you are eligible to receive cover.
- You must comply with the Health and Safety at Work Act 1974 (www.hse.gov.uk), and all other relevant subordinate legislation. Remember: the Health and Safety Act applies to volunteers as well as to employees.
- If you are going to be carrying money around, be vigilant about personal security. Always use a safe route and always be accompanied and/or carry a personal alarm.
- Make sure that no one is fundraising, working or spectating in an unsafe environment – assess the risks involved and make sure that they are eliminated or minimised to an acceptable level.
- Do not allow children to ask for/collect money alone or without an adult (someone over 16 years of age).
- If sub-contractors or facilities (portaloos, bouncy castles etc.) are used, make sure that they have the requisite experience and insurance cover.
- Consider First Aid requirements. Contact your local branch of St John's Ambulance for advice or assistance.
- Consider fire safety – contact your local Fire Station.
- Consider using other national sources of free health and safety advice, for example, The Health and Safety Executive (HSE). See www.hse.gov.uk
- After all that, the best piece of advice we can offer is that if you're unsure just ask! The fundraising team is here to answer your questions and help make sure that your fundraising is always safe and legal. We'd much rather you contacted us than ploughed ahead with something you were unsure of.

A few more fundraising tips & guidelines

If you're planning your own event...

- Planning:** Start small – minimise stress and make your idea manageable.
- Timing:** Choose a time when you are not busy; don't end up worn out in a heap!
- Event:** Choose carefully; are you sure people will sponsor or attend your event?
- Resources:** What materials do you need and how can you obtain them?
- Advice:** Remember, we are always available to offer you advice and help.
- Price:** Budget – plan how much you need to spend.
- Place:** Venue – when choosing where to hold your event make sure you look into size, location, facilities, parking etc.
- People:** Get a team together of friends and family to help out and make sure everyone knows what they are doing.
- Permission:** Make sure you obtain the appropriate licence. You will need to contact your local council for this.
- Food & Drink:** You are responsible for ensuring it is safe. To be sure, contact your local Environmental Health Department for advice.
- Street Collection:** You must apply to your local council for a permit.
- Insurance:** Ensure your venue has sufficient insurance to cover your event.
- Entertainment:** When two or more people are performing it is best to check with your local council to see if you need a Public Entertainment Licence.
- Publicity:** Word-of-mouth – tell everyone what you are doing - this is an excellent form of free advertising.

Making the most of the world wide web!

JustGiving – online sponsorship facility

JustGiving is quick and easy to use. Create a bespoke page for your fundraising event or activity by following their simple steps. Go to www.justgiving.com to get started! You can even get your own text to donate number to share with family and friends – making raising money quicker and easier than ever before!

JustGiving collects all the money and even gift aid on your behalf and pays it straight into our bank account – so you don't have to worry about chasing people for their donations!

JustGiving is one of many online fundraising facilities, and Holly Hedge is registered with most. If you have a preferred online giving site that you wish to use please contact us to check that we are registered with them, if not in most cases we will be able to.

Facebook – get social!

Facebook and other social media sites (like **Twitter**) offer a fantastic opportunity for you to let all your friends, family and work colleagues know about your fundraising event or activity. Update your status and share stories about why you are raising funds for animals in need. If you have created a **JustGiving** page post your unique fundraising page URL to your status and watch the pounds pour in!

Tell us about your event!

If you let us know about your event or activity we can help advertise it for you. We can add details to our website's event calendar and let all our online supporters know too.

How your money helps

- 
- 🐾 £1 will feed one cat for one day
 - 🐾 £1.50 will feed one dog for one day
 - 🐾 £4.20 will pay for flea and worm treatment for one cat
 - 🐾 £5.70 will pay for flea and worm treatment for one dog
 - 🐾 £10.00 will provide microchips for a pair of dogs
 - 🐾 £20 will pay for a selection of cat toys to help keep their minds stimulated and their bodies active
 - 🐾 £28 will pay to vaccinate a cat against common deadly diseases
 - 🐾 £30 will pay for a doggy paddling pool to keep our pooches cool in the hot summer months!
 - 🐾 £40 will pay to vaccinate a dog against common deadly diseases
 - 🐾 £53 pounds will pay to neuter an adult cat to help stop the cycle of unwanted kittens
 - 🐾 £65 will keep one Cat Chalet in cat litter for a whole year!
 - 🐾 £90 will pay for some agility equipment to help keep our dog's minds and bodies active!
 - 🐾 £140 will pay to neuter a bitch to help stop the cycle of unwanted puppies



Sponsorship form

Thank you for raising money for Holly Hedge Animal Sanctuary. It is greatly appreciated.

Name:

Event:

has kindly agreed to raise vital funds to support the work of **Holly Hedge Animal Sanctuary**. All the money raised will enable us to care for and rehome the 700 plus animals in need that come to us each year.

Please make your gift go further – at no cost to you!

gift aid it

If I have ticked the box headed 'Gift Aid'? , I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Please be as generous as you can – thank you for your support

Full name	Full address	Postcode	Amount	Date	Gift aid	I'd like to hear from you
Claire Smith	1 Wild Country Lane, Barrow Gurney, Somerset	BS48 3SE	£10.00	1.1.2012	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	£1.50 will feed one dog for one day					
	£10.00 will provide microchips for a pair of dogs					
	£20 will pay for a selection of cat toys to help keep their minds stimulated and their bodies active					



Money return form

Thank you for raising money for Holly Hedge Animal Sanctuary.
It is greatly appreciated.

● Please complete your details below and include your donation in the envelope attached

Title: _____ Surname: _____ First name: _____

Address: _____

Postcode: _____

Telephone number: _____ Mobile: _____

Email: _____

School/work/group name (if applicable): _____

Class name/department/section name (if applicable): _____

School/work/group address (if applicable): _____

Postcode: _____

Please find enclosed our donation of: £ _____

Please tell us how you raise this money (eg: cake sale / sponsored spell-a-thon / dress down day etc)

I have finished my fundraising. Please send me my certificate!

Please include our fundraising event on your online news page

We would like to stay in touch about the work of the Sanctuary. Please tick this box if you would prefer not to receive further communications

Please send this form to:

Fundraising Department, Holly Hedge Animal Sanctuary, Wild Country Lane, Barrow Gurney, Bristol BS48 3SE.

If you have any questions, please call **01275 474719**