

Fundraising Pack

**Your guide to raising funds
for pets and their people**



woodgreen

Helping pets and their people

Thank you!

We're so grateful that you're raising vital funds for Woodgreen. With your amazing support, we can continue to help abandoned, injured and homeless pets. And we can be there for people who need support with their pets too. For those reasons alone, we think you're pretty awesome!



From shelter and warmth to medical care and behaviour training, we give a brighter future to thousands of dogs, cats and small pets every year. And we rely on the generosity of our supporters to make this possible – heroic people like you.

By turning your passion for pets into pounds, you're making a huge difference to pets and their people.

Now it's time to start planning!

Your community fundraising team

The money you raise will help us do so much for pets in need

£18

could fund a day of care and accommodation for a homeless pet

£100

could feed 12 cats for a month

£660

could cover the total cost of care of a pet at Woodgreen

£65

could pay for the cost of neutering a pet

£125

could fund a community health and wellbeing check for 12 pets

£1000

could fund the care for a new mum and four puppies in a foster home

Meme's Story

When Meme and her four kittens came to us, they were anemic and covered in fleas. Poor Meme had ear mites too. All the kittens' eyes were so gunky they were glued shut.

We were determined to get them back on their paws as soon as possible. Meme and her kittens were given eye treatment and antibiotics, while Meme was also treated for her ear problem. Then they were wormed and vaccinated.

Today, they're thriving in loving homes and enjoying their second chance at life.



Names have been changed to protect confidentiality.

Lucy's story

Lucy's owners contacted us through their local food bank. They had been ill and were struggling to cover the costs of raising a family and caring for Lucy.

Our outreach team visited Lucy and her owners at home, and discussed ways we could help. We also carried out a health check on Lucy and found some discharge and milk coming from her teats.

After talking with her owners about getting her neutered, we then offered them a voucher to help cover the cost. While a local vet was carrying out the operation, they discovered Lucy had an infection in her womb. It turned out this had been causing her health problems. Lucy recovered quickly and, with support from Woodgreen, got to stay in her own home.

Did you know?

We go on 60,000 dog walks every year



Your chance to help pets live their best life

There are so many things you can do to raise vital funds for Woodgreen. Here are just a few ideas to get you started.

Pet walkathon

Organise a group dog walk and ask participants to pay an entrance fee or get sponsored to join in. Ask your local pet-related business to sponsor the event.



Dog or pet show

Make it a stand-alone event or part of a bigger event like a fete or sports day, and include even more ways of fundraising such as food stalls and children's activities.

Challenge event

Have a go at a sponsored run, cycle or swim – or something different if you fancy a new challenge. Get your friends involved and you can train together and keep each other motivated.



Karen's got a passion for pets!

Karen took part in a half marathon in 2018 and signed up for the London Marathon in 2020. Overall she's raised almost £3,000.

Did you know?

On average our surgery team performs 11 operations a day

Personal challenge

Try giving up something for a week – or even a month. Alternatively, challenge someone else to do it and then make a donation on their behalf.

Job swap

Offer to sponsor your manager to spend the morning answering customer enquiries. Or try auctioning the CEO's job for a couple of hours. This could raise a lot of money, especially if you ask your company to match what you raise.

Games tournament

This could be heaps of fun! Get some friends together for a mammoth session of cards, a board game like Monopoly, Trivial Pursuit, or your favourite video game.



Join other pet lovers and raise vital funds

Why not join hundreds of others and take part in one of our four big community events?

Big Break for Pets

Give pets and their people a break by having tea and cake with your friends or colleagues.

Wear Green for Woodgreen

Make a statement and wear green with friends, at school or with colleagues at work.

Bad Hair Day

Challenge Bin the brush and give up grooming for this fun online challenge.

500 Questions Quiz

The bigger and better fundraising quiz! Simply download from our website.

Go to
[woodgreen.org.uk](https://www.woodgreen.org.uk)
to find out more

How to boost your fundraising

Here are some top tips to help take your online fundraising to the next level.

1 Make it personal

Set up your own online fundraising page by going to a page like JustGiving.com/Woodgreen and adding photos and personal stories.

2 Tell it like it is

Add some facts about what we do at Woodgreen, so that people have a clear understanding of the amazing difference their donation will make.

3 Set a target

Fundraisers with targets raise more. Once you hit your target, put it up to encourage even more donations.

4 Ask your friends and family

People tend to match previous donations, so ask your loved ones to sign up first and set the bar high.

5 Spread the word

Don't be shy! Tell everyone what you're doing through Facebook, Twitter and Instagram – and include a link in your email signature.

Getting into the spirit of changing pets' lives

We're always grateful when businesses make a donation towards our vital work. Among them is The Alchemist – a bar and restaurant in London. They raised a whopping **£1,717** through customer donations added on top of their bill over the course of one month. If you have a business and would like to do something similar, get in touch!



Keep it safe and legal

Follow the rules

If you hold a raffle or lottery, you might need a licence from your local council. Check in with our fundraising team who can help before you start.

Think about health and safety

It's crucial that you make sure your chosen venue is safe, so it's a good idea to do a risk assessment. Think about inviting a charity such as St John's Ambulance to provide first aid on the day too

Insurance

We strongly recommend taking out public liability insurance for any event involving the public. Start by checking whether your venue has the insurance you need. Better to be safe than sorry!

We're here to help

If you have any questions about any of the legal aspects of running a fundraising event, please get in touch by calling **0300 303 9333 ext. 2019**. We're with you every step of the way.

How to pay in the money you've raised

Thank you so much for raising money for Woodgreen! Here's what to do next:

Online

- Go to **woodgreen.org.uk/payin**
- Fill in your details. When asked why you're donating, tell us about your event.

- Once your donation has been paid, you'll receive an email to confirm it.

By post

Send cheques – payable to Woodgreen Pets Charity – and any sponsor forms to Woodgreen using your enclosed Freepost envelope.

By phone

Call **0300 303 9333** and press 2 to pay by card.

A great event starts with a plan

Before you get started with your event, use this handy checklist to make sure you're heading in the right direction.

Have I decided on an event?

Quiz night? Sponsored pet walk?
Whatever you decide, make sure it's something you'll enjoy doing.

I need to do it by:

☐

Have I organised a suitable venue?

Think about how many people you expect to attend and find a place where they'll be comfortable.

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Have I set up an online fundraising page?

Using a page like [Justgiving.com/woodgreen](https://www.justgiving.com/woodgreen) or a Facebook fundraising page is a great way of keeping tabs on the money you raise.

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Who else can I ask to help?

Who do you know who has relevant skills that will help your event run smoothly?

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How will I promote the event?

Spreading the word about your event is absolutely vital – so make sure everyone knows it's happening.

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Is my event safe and legal?

It's crucial that you think about health and safety. A risk assessment is a good idea.

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Now's the time to make your event happen – and raise vital funds that will help pets and their people in need.

Call: 0300 303 9333 **Visit:** woodgreen.org.uk/fundraise

Email: fundraising@woodgreen.org.uk

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