



Fundraising guide



You're Pawsome!




Thank you so much for choosing to fundraise for Dogs Trust. Every penny raised helps us provide life changing care and forever homes for thousands of dogs every year. We really appreciate your support (and we know the dogs do too!)

There are so many ways you can fundraise to help our four-legged friends, whether that's by yourself or as part of your school. From bake sales to sponsored walks and quizzes to a dog-themed sports day, we've got lots of great ideas and tips in this guide to help get you started!

Let us know if you have any questions, and don't forget to share your stories and pictures with us; we'd love to hear from you.

Thanks again for all your support and best of luck with your fundraising!

Dogs Trust Fundraising Team 





How will your fundraising help?

At Dogs Trust, we care for around 13,000 dogs every year at our network of 22 rehoming centres across the UK and Ireland. We're the best place for dogs in need. When a dog is at risk, we help them get back on their paws with healthcare, training, rehabilitation – and lots of love, of course!

We are reliant on voluntary donations and, without the help of wonderful people like you, we simply wouldn't be able to care for thousands of dogs each year.

£1-£5



could pay for a range of treats for a rehoming centre, which are vital in training dogs for their forever homes.

£40



could cover the cost of caring for one dog for one day at one of our rehoming centres

£100



could cover the cost of all the essential care for one dog during their first week with us.

Fundraising Ideas



Charity of the year

This is a great way to get everyone at school involved in raising awareness and funds for Dogs Trust. You can use the ideas in this guide for inspiration on ways to fundraise throughout the school year.

Pancake Day

Celebrate Pancake Day with unlimited pancakes in return for donations.

Bake sale

Why not bake some delicious 'pup cakes' and sell them at school or in your local area to raise funds for our furry friends? You could even hold your own Great British Bark Off!



Go bright yellow

Encourage everyone to wear yellow and donate £1 to Dogs Trust. The whole school could wear their brightest clothes or favourite yellow accessory.

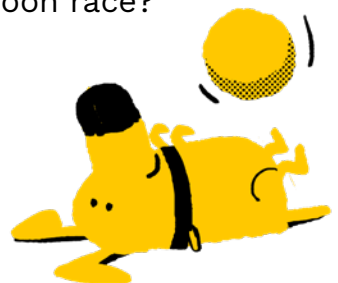
Sports Day

Get your whole school involved in a day of sport and fun. Why not include some dog-themed activities like a tennis ball and spoon race?



Sponsored walk

Set a location/distance and get everyone involved in a sponsored walk. You'll be helping dogs every step of the way.



School talent show

Showcase your hidden talents and hold a talent show! Ask for an entry donation for those taking part and for those who want to come along and watch.



Read-a-thon



Hold a read-a-thon and ask family and friends to sponsor you!

Pumpkin carving

Hold a pumpkin carving/drawing competition, with prizes for the winning pumpkin and make it dog themed!



Christmas fair

You could hold a craft fair at any time of the year—get crafty and sell your homemade masterpieces! At Christmas time, you could even make and sell your own Christmas cards.

Movie night

Host your own movie night and get creative with the theme depending on the time of year. A dog-themed film would work too!

Drawing contest

Why not show off your best drawing skills by drawing a famous dog, your favourite breed or maybe one of the dogs on the Dogs Trust website?



Thank you for helping our four-legged friends

When Kayla came into our Glasgow centre, she wasn't at her healthiest and unfortunately hadn't been shown all the love and attention she deserved. She sometimes found kennels a little stressful, so she went to live with one of our foster carers, where she was much more settled.

It wasn't long before a family saw Kayla online and fell in love with her immediately. They applied online and came to meet her, and now she's enjoying life in her forever home.

By fundraising for Dogs Trust, you'll be making a big difference to dogs in need, as we care about all dogs and the people who love them. Fundraising for us also supports other projects, such as, free food for dogs via local foodbanks, vet care for dogs that live with their homeless owners, reduced cost training and behaviour services for dogs and their owners and making sure that every child can learn how to have safe, loving relationships with dogs.



**Meet
Kayla**

On your barks, get set,

GO!

Your fundraising checklist



Choose your activity. Pick an idea from the guide or come up with your own.

Spread the word! Make sure to let everyone know about your fundraising event.

Set a time and date.

Add up your total and thank everyone for their kind donations.

Set your fundraising target and decide how you'll collect donations (you could use JustGiving or collect donations offline and use sponsor forms).

Pay in your donations (you can find out how to do this on page 9).

Top tip

Make sure to let us know about your fundraising event and request a free fundraising pack and promotional items.



fundraisewithus@dogstrust.org.uk
0207 837 0006

The legal bit

Dogs Trust Branding

If you're using our logo and charity numbers, please contact us for guidelines and approval.

Raffles and lotteries

Many types of raffles and lotteries are regulated and have set rules about how they are run. The easiest type that is unregulated to run is an 'incidental lottery' which uses a standard raffle ticket book.

Remember these top tips:

- Only sell tickets in person or at your event, not online or in advance of your event (unless you have a license).
- You can charge any price for your tickets and even offer a promotional deal, e.g. 3 for 2.
- Your prize draw should take place at your event or after it has finished.
- Double check you are running your raffle legally by checking on the Gambling Commission website:

Health and Safety

It is important to make sure everyone at your event stays safe while having fun. Dogs Trust cannot accept responsibility for accidents, so make sure your event is safe for everyone involved. If you're going to be carrying money around, always use a safe route and always have someone with you.

Insurance

If you organise an event that involves the public, you will need to make sure you have adequate public liability insurance. Dogs Trust is not able to provide liability insurance for events.

Food safety

If you are selling food, please consider food safety laws and work to basic rules for safe preparation, storage, display and cooking.

Pay in your funds



By post

Donate by cheque (made payable to Dogs Trust) and write 'FREEPOST DOGSTRUSTHQ' on the envelope



By phone

Donate over the phone by calling 020 737 0006



Fundraising page

Set up a JustGiving page and all donations will come directly to Dogs Trust



Bank transfer

By bank transfer
Bank: Barclays
Account name: Dogs Trust
Sort code: 20-00-00
Account number: 40873446
Please put the name of your school as a reference



Online

Donate online at dogstrust.org.uk/support-us/donation

Top tip

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. It will boost donations by 25%, making your fundraising efforts go even further for dogs in need.



When making a donation, **please clearly put the name of your school as the reference** and let us know once you've made a donation, so we can send a thank you!

@fundraisewithus@dogstrust.org.uk

Be a fundraising

superstar

Abbie's story



Nine-year-old dog lover, Abbie, decided to fundraise for our four-legged friends by taking part in one of our virtual fundraising challenges, Run 62 Miles. Abbie ran two miles a day throughout the month of July to raise awareness and funds for dogs in need and she managed to raise a wonderful £322!

Abbie said, “I decided to help Dogs Trust because I love dogs and I believe every dog deserves a forever home. They also deserve to be happy and loved. By raising money for Dogs Trust, it’s helped to support the dogs in their care.”

However you choose to fundraise, every penny raised will make a huge difference to the dogs we care for.



Dogs Trust is here for dogs and the people who love them today and tomorrow. We love dogs. It's why we're working to become a global force for good in dog welfare, doing whatever we can to help dogs live life to the full.

Dogs Trust believes that children and dogs can have really special relationships. We aim to help children understand how to show dogs they love them in a safe way and how their own behaviour can help to harness safe, loving relationships with their best friends.

Children can learn through our in-school workshops and other activities in the local community and online; how to be safe and be dog smart around dogs at home and dogs they may meet out and about.

Last year, we saw 485,920 children in schools and in the local community to share our messages about safe, loving relationships with dogs. We'd absolutely love to work with you, so book your free workshop today.



Book your free workshop today



learnwithdogstrust.org.uk



educ@dogstrust.org.uk



Share the love

We'd love to see all of your wonderful fundraising pics.



@DogsTrust



@DogsTrust



@dogstrust

**Thank
you**

Thank you so much for choosing Dogs Trust. We'd love to hear about your plans.

thanks



www.dogstrust.org.uk

www.learnwithdogstrust.org.uk



fundraisewithus@dogstrust.org.uk

Good luck!

