



# Fundraising Guide

## 60 Years Challenge

[www.margaretgreenanimalrescue.org.uk](http://www.margaretgreenanimalrescue.org.uk)

Registered charity number: 1167990



# Hello & Welcome



Thank you so much for getting involved in our '60 Years Challenge' as part of the Margaret Green Animal Rescue's 60th anniversary celebrations. No matter how big or small your event is, by fundraising for us, you are directly supporting the animals at our rescue and rehoming centres across Dorset and Devon.

I hope that you enjoy reading through our Fundraising Guide, it's packed full of ideas, top tips, useful information and advice on how to raise vital funds for us. There is so much that you can get involved with, and we want you to get creative, which is why we're asking you to come up with your own '60-themed' ideas. If you get really stuck, you can have a look at some of suggestions on page 4.

Sometimes, the idea of fundraising can seem daunting but that's what we are here to help with... our Fundraising team are experts in this field and will be on-hand for advice and encouragement when needed. The most important piece of advice that I'd like to give you is all money raised, whether that's a small or large amount, is so crucial for the care that we do and we couldn't do it without your support. Whilst you are fundraising for our charity, please remember to have fun along the way and remind yourself how great you are for making a difference!

Yours faithfully,

**Nigel Mason**

## Celebrating 60 years of rescuing, rehabilitating and rehoming animals

Established in 1965, Margaret Green Animal Rescue takes in animals that become homeless due to a change in circumstances. This can include animals that have been mistreated, neglected or abandoned. Regardless of their circumstance, each animal will find a warm bed, a kind team and all the love and respect they deserve.

Each rescue animal receives the highest standard of care whilst they are staying with us.

We provide them with the veterinary care and rehabilitation they may need, so they are ready to go to their forever home.

Our care doesn't stop when our rescue animals leave our centres. After rehoming from us, you can be assured that you will always have our support.







# Just Giving

Make your fundraising journey as easy as possible by setting up your own fundraising page. Just Giving is a great way to make and receive donations online.

Set up your online sponsorship page at:  
[www.justgiving.com/mgar](http://www.justgiving.com/mgar)

Top tips to get the most out of your fundraising page:

## Tell your story

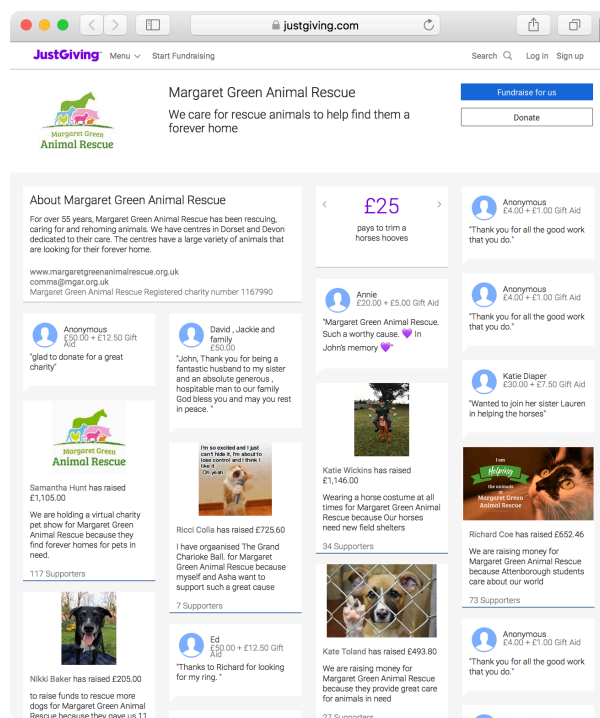
Your story is probably the most important part of setting up your page, make sure that you include your 'why' - why you're doing this and why it makes a difference.

## Set a goal

Setting a fundraising target gives your supporters something to aim for so don't be afraid to go big!

## Stay updated

Every milestone matters, from your first donation to the end of your fundraising journey and everything in between. Use your page as an online diary, supporters love to see your progress.



**JustGiving™**





# 60 Years Fundraising ideas

Are you on the hunt for some great fundraising ideas?

Then 'paws' what you are doing and take a look at our suggestions below

## Cycle 60km



If two wheels are more your thing than two legs, get out on your bike.

## Bake 60 cakes

Dust off that apron and start baking!



## Walk 60 miles

Grab your friends, family and the dog and go outdoors!



## Swimathon

Swim 60 lengths of your local pool.



## Wagathon

Invite 60 friends and their dogs to do a sponsored walk or run.



## Wash 60 cars

Pick up your bucket and call on your neighbours and loved ones.







# Fundraising Boosters

You've registered your fundraiser with our team, you've got a plan in place... now it's time to get the donations rolling in. Here are a few of our top tips to encourage your supporters to donate.



## Set a target

This encourages people to donate and helps to keep you motivated too. Share where the money goes with your supporters, people are more inclined to give money when they know exactly what the money could pay for.



## Promote yourself online

The best way to get your story out there is by sharing it. Let everyone you know about your challenge, share your fundraising page on your social media and keep your supporters updated.



## Tag us on socials

We would love to share your fundraising ideas, so please tag us in your photos/videos on social media. See page 11 for details and use the hashtag #60YearsChallenge



## Match your funds

Some workplaces now have funds dedicated to charitable causes, so why not ask your employer to match what you raise?



*I am Supporting*

# Margaret Green Animal Rescue

**Fundraising activity:**

**Name:**

**Just Giving page:**

**Further information:**







# The Money bit



## Collecting, handling and submitting money

- You could set up an online donation page. This is a great way to reach more people and reach your target.
- Be confident in asking for donations. Explain why you are raising the money because they are much more likely to engage.
- Encourage people to Gift Aid their donation. If those people are UK taxpayers, the value of their donation increases by 25% with the Gift Aid scheme, at no extra cost. Every £1 donated would be an extra 25p!
- Keep records of all funds raised and activities carried out to raise that money.
- Make cheques payable to 'Margaret Green Animal Rescue' and remember to send us the sponsorship forms you have used.

If you would like to make a payment via BACS or cash please get in touch, contact details are on the back page.

All money raised will go directly towards the care of rescue animals.





# The Rules & Regs

## Keep your fundraising safe & legal

If you are organising an event for family and friends, this is considered a private event and so not all the information below will apply.

- **Insurance:** needed for your event and participants.
- **Raffles and lotteries:** visit [gamblingcomission.gov.uk](http://gamblingcomission.gov.uk) to check you are complying.
- **Permission:** check from the person/company whose land you're using for your event.
- **Permits:** or licences, in accordance with your local authority's regulations.
- **Risk assessments:** make risks and hazards aware to participants.
- **Doggy do code:** make sure dogs are safe by following this code: [www.dorsetdogs.org.uk/wagipawdia/doggy-do-code/](http://www.dorsetdogs.org.uk/wagipawdia/doggy-do-code/)
- **Children:** under 16s can be sponsored to take part in an event or help organise an event but there must always be an adult present and in charge to deal with all handling and physically collecting the money raised.
- **Medical information:** for each participant, including an emergency contact and enough trained first aiders for the size of your event.
- **Handling money:** to comply with the Charity Commission Guidelines, we require all monies raised to be opened and counted by the accounts team at Head Office.

If you are unsure of any of these points, please do get in touch and we can guide you.





**Thank You**

### We couldn't do it without you...

Thank you for choosing to support Margaret Green Animal Rescue. With support from kind people like yourself, we can support hundreds of rescue animals each year.

To register your fundraiser, please contact: [comms@mgar.org.uk](mailto:comms@mgar.org.uk) where our team will be on hand to help you with anything you may need.

### Stay in touch



**Instagram**  
[@mganimalrescue](https://www.instagram.com/mganimalrescue)



**X**  
[@MGAnimalRescue](https://twitter.com/MGAnimalRescue)



**Facebook**  
[facebook.com/margaretgreenanimalrescue](https://facebook.com/margaretgreenanimalrescue)



**Youtube**  
[Margaret Green Animal Rescue](https://www.youtube.com/MargaretGreenAnimalRescue)

