

# Fundmaising Guide

**Finding Forever Homes** 

www.margaretgreenanimalrescue.org.uk

# Hello & Welcome



Thank you so much for choosing to fundraise for Margaret Green Animal Rescue. 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 Margaret Green Animal Rescue. There is so much that you can get involved with, from hosting your own coffee morning to taking the plunge and doing a skydive for the animals.

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 Margaret Green Animal Rescue, please remember to have fun along the way and remind yourself how great you are for making a difference!

Yours faithfully,

Nigel Mason Chief Executive

### A little bit about what we do.

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

Each rescue pet receives the highest standard of care whilst they are staying at Margaret Green Animal Rescue.

We provide them with veterinary care if needed, and they are prepared and rehabilitated so that they are ready to go to their forever home.

Our care doesn't stop when our rescue animals go to their forever homes. After adopting from Margaret Green Animal Rescue, you can be assured that you will always have our support. We will be right beside you whenever you need us, for advice and guidance.



# Just Giving

Make your fundraising journey as easy as possible by setting up your own fundraising page. Just Giving makes it easier for you to make and receive donations online.

Set up your online sponsorship page at: www.justgiving.com/mgar

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

### Tell your story

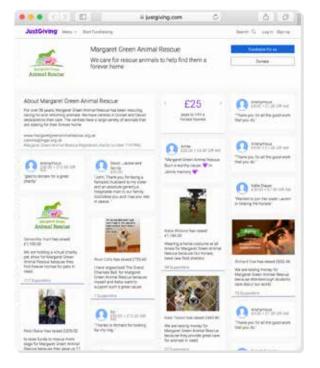
Your story is probably the most important part of setting up your page, make sure that you include your 'why' - why you're doing this and why it makes a difference.

### 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** 

# -Z of Fundraising ideas

### Are you on the hunt for some great fundraising ideas?

Then paws what you are doing and take a look at our A-Z of fundraising ideas...

### Afternoon Tea

**Bag Packing** 

Get baking and host a tea and cake afternoon!

### B

Get in touch with your local supermarket and help shoppers pack their goods for a donation.



### **Clothes Swap**

Arrange a clear out of your clothes and invite your friends and family to donate per item.



### Doughnut Day

Purchase a batch of doughnuts and sell at a higher price at your work or school.



### **Eating Competition**

Challenge your friends to an eating contest.

### **Fitness Challenge**

Arrange a sports day or sponsored walk.



### **Games Night**

Gather a selection of games and invite a group over for an evening of fun. Monopoly is always a favourite!



### Head Shave

If you are feeling brave! Gain sponsorship for your efforts.

I Promise To Not Speak For A Whole Day Get sponsored to stay silent for 24hours.



### Jewellery

Are you creative? Create jewellery and sell at a local craft fair.



### Karaoke Night

Release your inner diva and organise a Karaoke night!



### Ladies Night

This could be a pamper evening or a movie evening, invite friends over and ask for a donation.





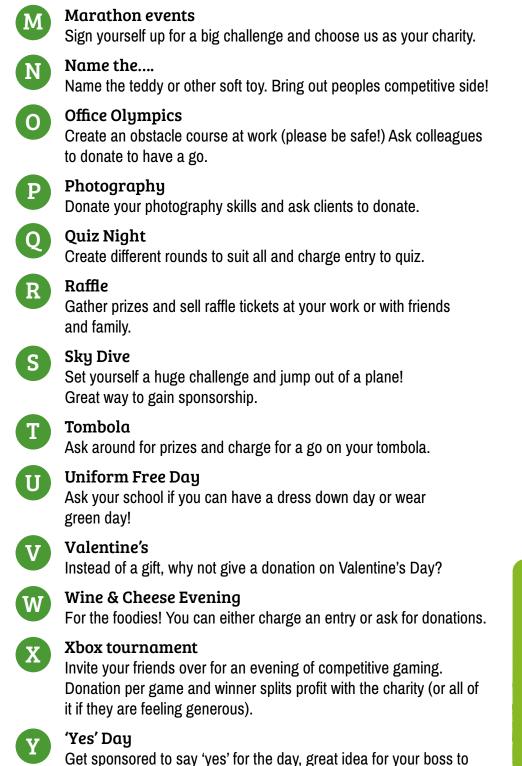








# A-Z of Fundraising ideas





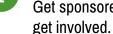






We are so grateful for every single penny you raise; we simply couldn't do the work we do for our rescue animals without fantastic fundraisers like you.

Don't forget to contact our fundraising team at: **comms@mgar.org.uk** to register your fundraiser, you will have a dedicated staff member who will assist your fundraising journey in any way they can.



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### Zip Wire Challenge

Take the plunge. Get sponsored to do a zip wire ride. You could ask friends to join in!

# Fundraising Boos Boos

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.



### Take a selfie

It doesn't have to be serious but take a picture of your 'why' and share it with those you love, people connect with a story. Don't forget to tag us in your photos on social media - see page 11 for details and use the hashtag #fundraiseforMGAR



### Match your funds

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



### Animal themed quiz

If you are doing a challenge, why not finish your last day with an animal themed quiz to boost your funds. It's a great way of getting all your supporters together for one last fundraising boost!

## How will it make a $\mathcal{V}$

### **Florence's Story**

Florence is a five-year-old Lurcher who came into our care when she was found discarded on the side of the road. Luckily she was brought into safety at our Lincoln Farm Centre. She urgently needed our help as she was incredibly thin, her vital organs were shutting down, her eyes were sunken into her head due to fat loss and she could hardly stand. It was clear that Florence had been suffering for a long time and she needed more care and attention than most. We immediately made a cosy bed of blankets to ensure that she felt safe and warm and made sure that she had fluids and food regularly.

Florence was given 8 meals a day and we introduced her to other dogs at the centre, where she even started having a few play sessions with her new friends! This was very heart-warming for us to watch and we were so proud of the progress that she was making. Despite Florence's continued battle with an eye infection and suspected life-threatening kidney failure, we were incredibly thankful when the vets informed us that it could be managed with a renal diet. This was a huge relief to us all and we were overjoyed that she would survive after the wonderful recovery that she had made.

Florence is such a brave girl and we are all so proud of her courage and resilience. We are delighted to say that she recovered well and has now gone to her forever home! We are absolutely thrilled that she has found the loving home that she truly deserves, where she will be able to live a comfortable and happy life with her new owner.

We wish this was an isolated story, but we see hundreds of dogs come into our centres each year that require costly and time-consuming care. Your fundraising means that we can continue to save and look after rescue animals in need like Florence.

Florence, in need of our help...

Herence





It costs us £10 to microchip a cat or dog

We spend £150 per month on cat litter We spend £175 per month on farrier fees It costs us £460 per month to buy horse feed



# **Margaret Green Animal Rescue**

**Fundraising activity:** 

Name:

Just Giving page:

Further information:



Registered Charity No: 1167990

# 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.





### 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 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/
- **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.



### 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 over 1,200 rescue animals each year.

To register your fundraiser, please contact: **comms@mgar.org.uk** where you will have a dedicated member of our team on hand to help you with anything you may need.



### Stay in touch



Instagram @mganimalrescue



Twitter @MGAnimalRescue



Facebook.com/

margaretgreenanimalrescue

Youtube Margaret Green Animal Rescue