

# *Fundraising Pack*



**ACT**  
animal cancer trust

# Welcome ... to our fundraising pack

and thank you for your interest in supporting the Animal Cancer Trust!

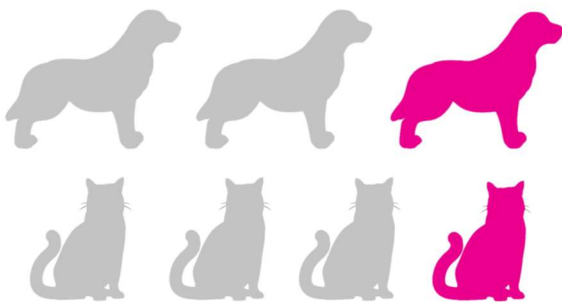
Our goal is to be the first port of call for pet owners and all who work with animals to find information and support as soon as the word cancer is mentioned.

Since the charity began in 2002, the ACT has been supported entirely by donations and the proceeds of fundraising activities.

We are committed to helping you as much as possible with your fundraising given that we are a small team. In this pack, you will find helpful information, inspiring ideas and lots of advice for making the most of your fundraising event or campaign.

We hope you enjoy fundraising and wish you lots of luck!

## Message from the Animal Cancer Trust Team



Our pets are living longer which means they are being affected by cancer more often. As many as 1 in 3 dogs and 1 in 4 cats will be diagnosed with cancer in their lifetime.

ACT aims to be a leading charity for cancer prevention in pets. We would like to fund global research into the links between diet, weight, physical activity and cancer. Our work empowers people to take action to help their pets (and themselves) lead healthier, happier, cancer-free lives.

## Getting started

**Register** your event or idea with us and we will send you an authorisation letter and other materials by sending us an e-mail with details of your planned event or activity. Soon there will be a fundraising event form you can complete on our website.

## Welcome Letter

Dear Supporter,

Thank you for showing an interest in fund raising for our charity. We really do appreciate your support as every penny raised brings us one step closer in taking the fight to cancer. One of the easiest ways to help us raise funds for our work is to sign up to EasyFundraising or ChariTable Bookings (includes Booking.com). These websites are just some of the schemes that you can sign up to that will donate money to a charity of your choice when you shop online. You just need to choose ACT as your choice of charity.

Please find enclosed a sponsor form, poster for advertising your event as well as some fundraising ideas. Some people choose to do a bake sale, others choose to do a sponsored walk, run or marathon while still others hold a raffle for some prizes or homemade goods and even more come up with a new idea that we would never have thought of!

There are several ways in which you can advertise a fundraising event. You can set up an event and ask us to post it on Facebook or set up a Just Giving event page and ask supporters to donate directly. Using a printed sponsor form or Just Giving allows us to claim Gift Aid for donations made by UK taxpaying residents.

I have also included some information about paying in your donations. Once you have completed your event and collected the money there are a variety of ways that you can pay the money to us:

- Via the JustGiving link or QR code or the Charities' Aid Foundation (CAF) link on our website – this is the easiest way for us to know where donations come from and to allow us to receive Gift Aid.
- BACS transfer to pay the money straight into the bank using the following account information: 'Animal Cancer Trust', Barclays Bank Sort code: 20-63-25 Account No: 20122793.
- Send a cheque(s) made payable to the 'Animal Cancer Trust' to our registered address at the bottom of this letter.
- Via PayPal coming soon - look for a link on our website.

We would be grateful if you could email us to let us know about your planned event. We can send out information leaflets and wristbands, lanyards, button badges and T-shirts with the ACT logo on them.

We hope you enjoy your fundraising event and wish you every success.

Sincerely,



Vicki J Adams, Chief Executive, Animal Cancer Trust

## FUNdraising ideas

Think of an activity that you would like to do. It can be big or small because whatever you do will make a genuine difference. Will your activity be a one-day event or do you intend to do something more long term? Make it fun for anyone to take part in or to watch and make it easy for your supporters to donate.

**Fundraising ideas for**  
**ACT**  
animal cancer trust  
fighting cancer in our pets

- Think of something fun to do
- Tell us about it and ask for our fundraising pack
- Use the ACT logo to advertise your fundraiser
- Set up a JustGiving page or other method of collecting donations
- Advertise your fundraiser on social media and ask us to share it on ours

*Handwritten ideas:*

- Busk
- organise a disco
- Do a sky dive
- Run a marathon
- Sponsored bike ride
- Sell our merchandise
- Hold a raffle
- Organise a dog walk
- Dress up / dress down at work
- Sell plants
- Sell cake
- Put on a concert

## Here are some more ideas for activities you can do:

### Virtually or from home

- Do a head shave, haircut or crazy colour dye. Thinking of a new look? Why not be daring and raise funds while doing it. We love to see the before and after photos!!
- Auction your talents or skills. If you can do something special like paint a portrait or give music lessons, why not offer that skill to the highest bidder?
- Hairy legs, chest or back? Wax it! We are sure your friends and family will donate to witness this!

### In your community

- Have a cheese and wine-tasting evening. Some wine companies offer tasting sessions for charities to receive a commission for every bottle sold. Add a raffle and “water or wine” to raise extra funds.
- Host a coffee morning or afternoon tea party. Community centres, cafes and local pubs are often prepared to give you an area for free to host an event.
- Clear out unwanted or unused clothes, books, ornaments, games, etc. and have a car boot sale for charity.

### At school

- Have a dress up or dress down day. Charge a small fee to join in and add a cake sale to raise extra funds.
- Host a talent show. Organise a show for students and staff, charging the audience a small fee to enter.
- Have a sponsored silence hour or day. We all love it when the children are quiet, even if it's just for 5 minutes so silence and fundraising should make everyone happy!

### At work

- Bake something and hold a cake sale or raffle. Ask your colleagues to join in.
- Use a swear box. \*#!#!\* is a fun way to raise money with your colleagues, you could even run a sweepstake for who will be fined the most!
- Hold a raffle. Forget the chocolates or scented soap gift sets and raffle off work themed prizes money couldn't buy: be in charge of the office music choices for a day or get the nearest parking space to the building for a week. Just don't forget to ask the boss first!

### Are you up for a new challenge?

- Skydive. If you've ever considered jumping out of a plane (attached to an instructor and parachute of course!) why not have the ultimate thrill and experience of a lifetime and fundraise at the same time?
- Golf. Arrange a charity day with your local golf club and raise funds by charging an entrance fee, holding a raffle or running a hole-in-one competition.
- Individual event. If you feel like pushing yourself to the limits why not sign up to an event such as Tough Mudder, the Wolf-Run, a marathon, climb the three peaks or ride from London to Paris. Whatever you chose to do we'll cheer you on!

**Check out our A to Z of ideas at the end of this pack for even more activities.**

## Planning your activity or event

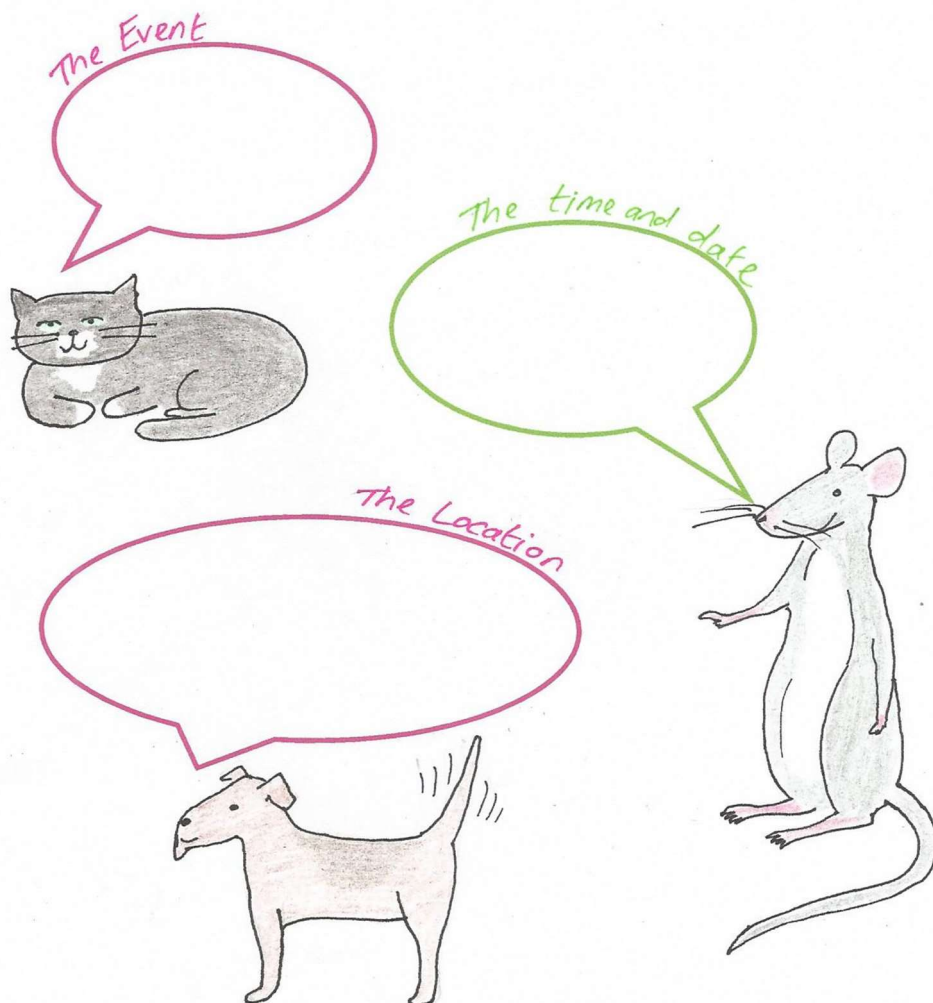
### Where and when

- Be sure to include information about the date and time of your event.
- There are certain pet and cancer related days and weeks every year that you can plan your fundraising around.
- Consider avoiding clashes with bank holidays, sporting events or other charity days.
- Think about who might attend and what date and time might suit them best.

### Location

- Will your fundraiser be an indoor or outdoor event or activity?
- Think about how much space you will need.
- Choose a location that suits your fundraiser and will attract plenty of interest.

There is a blank copy of the poster below at the end of this fundraising pack



## Spread the word

After you have let us know what you are planning, do some advertising

### Social media and online

- Ask for and use the Animal Cancer Trust fundraising logo on your promotional posts.
- Include photos and pictures throughout the build-up, during and after your event
- In your social media posts, tag the Animal Cancer Trust accounts using the “@” symbol before their name and we will promote your event on our social media and website
- Add a link to your fundraising page to your e-mail signature
- Put information about your event on your company intranet

### Local media and offline

- Contact us to request some branded fundraising materials such as leaflets, collection boxes, wristbands, lanyards, pin badges and T-shirts
- Download or ask for and print our poster template or create your own and post them in places such as work, school, libraries, cafes and local shops. Ask for permission before putting up a poster.
- Carry a donation form with you wherever you go and don't be afraid to ask for support
- Your local newspaper or radio station may be interested in your story and event.

## Legal and safe fundraising

Although we are here to support you in your fundraising efforts, the Animal Cancer Trust charity cannot accept liability for your fundraising activity or event. This page gives some basic information on what you need to consider when planning your fundraiser.

### Using the ACT logo

- It is important that the logo is used consistently so that people recognise it and understand who you are fundraising for.
- Please use the full logo with the strapline as provided and do not alter the image in any way.

### Permission to use a location and collect donations

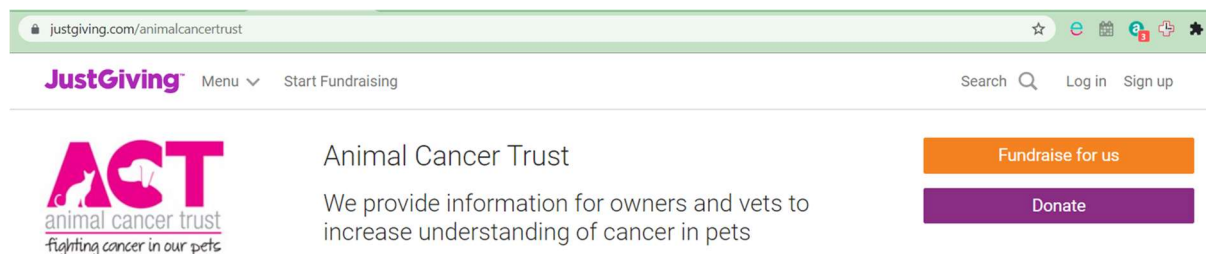
- Consider holding your fundraiser in a local community centre, village hall, school building or on their land as this is much easier than using public areas. You will need permission from the person responsible for the site.
- If you wish to use a public place, you will need to get the appropriate permission. The law on collecting money or other property varies according to the type and location of the collection. In most cases, for collections on public land you will need a licence or permission to collect from the relevant local authority and/or the police service.
- Further information on this and holding a lottery (including a raffle/tombola/sweepstake) can be found on the Fundraising Regulator website at <https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods>

## Ways to collect donations and send them to the ACT

### Online fundraising

- An online donation page is an easy way to collect donations for your fundraising event or activity.
- We recommend JustGiving, although you can choose another platform such as PayPal Giving Fund, Charities Aid Foundation (CAF) or GoFundMe where you can select the Animal Cancer Trust as your chosen charity.
- If you go to the ACT's JustGiving page at <https://www.justgiving.com/animalcancertrust>, you can connect via the "Fundraise for us" link to set up your own JG fundraising page or you can donate directly by clicking on the "Donate" link. You will need to sign into your own JG account or create one.
- Choose a title for your event, set your fundraising target and add any team members. Make it personal by adding information about yourself, your event and why you are fundraising for us.
- Once your page is set up, let us know about it so we can post the link on our website and social media accounts.
- Take the time to add regular updates. Include lots of photos and don't forget one of your furry friend if you are fundraising in their memory.
- After your event keep your page open for anyone who wishes to give a late donation.

Go to the ACT's Justgiving page at <https://www.justgiving.com/animalcancertrust> to set up your own JG fundraising page or to donate directly:



### Offline fundraising

- While online fundraising saves both you and us time, we do understand that sometimes offline donations are received. Included in this pack is a printable donation form for you to keep track of these donations and enable us to claim Gift Aid.
- Where possible we suggest that you pay any cash you receive into your own bank account and either donate the amount directly to your online fundraising page or send us a cheque. Alternatively, you can pay cash directly into our bank account at Barclays Bank Sort code: 20-63-25 Account No: 20122793.



ANIMAL CANCER TRUST

Sort Code 20-63-25

Account No 20122793

SWIFTBIC BUKBGB22

IBAN GB93 BUKB 2063 2520 1227 93



## A to Z of ideas:

### A

abseil  
afternoon tea  
art & craft sale  
art auction  
assault course  
auction talents or skills

### B

'bake off'  
baby picture quiz  
bad tie day  
bag pack  
barn dance  
BBQ  
beard shave  
bike ride  
bingo  
black tie ball  
book sale  
bungee jump  
busking

### C

cake sale  
car boot sale  
car wash  
charity dinner  
cheese & wine tasting  
cocktail evening  
coffee morning  
'come dine with me'

comedy night  
cooking competition  
cricket match  
cycling challenge

### D

darts tournament  
dinner party  
disco  
do-a-thon –  
readathon/danceathon/whi  
neathon

dog walk  
dress down day  
dress up day  
dress like your best friend  
day

### E

easter egg hunt  
eating challenge  
eighties night  
endurance event  
escape room

### F

face painting  
fancy dress  
fashion show  
film night  
food tasting  
football tournament

### G

games night  
gaming challenge

garden party  
golf challenge  
guess the weight  
gym challenge

### H

hair - shave, dye or cut  
hold a raffle  
how many in the jar

### I

international food evening  
it's a Knockout challenge

### J

jail break  
james bond night  
jazz night  
jewellery making

### K

karaoke night  
keep fit challenge  
knitting challenge

### L

limbo contest  
line dancing  
loose change collection

### M

marathon  
matched giving  
mountain climb  
mufti day  
murder mystery  
music quiz

**N**

name the teddy bear/mascot  
nearly new sale  
non-uniform day

**O**

obstacle course  
odd-job days  
office tournament

**P**

Paint ball  
pamper night  
parachute jump

pet show

picnic

plant sale

pub quiz

**Q**

quit something for sponsorship

quiz night

**R**

race night

raffle

rugby match

running challenge

**S**

silence

sky dive

sleep out

sponsored challenge

sports event

swap clothes with someone

swear box

sweepstake

swimming challenge

**T**

talent show

tea party

teddy bear picnic

tombola

treasure hunt

trek

**U**

university challenge

unwanted gift sale

**V**

variety show

Vegas night

**W**

walking challenge

waxing

weight guess

wine making

wine tasting

world record attempt

**XYZ**

yard sale

year-long challenge

yoga

zip line challenge

zumba challenge



Animal Cancer Trust  
 Registered charity No. 1094779  
 www.animalcancertrust.co.uk  
 info@animalcancertrust.co.uk  
 07376 213 733

**Thank you for fundraising for the Animal Cancer Trust**

Please use the box below to describe your fundraising event, including date(s):

Name	Address with post code	Amount per __	Total sponsored	Gift aid*	Paid
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\* Please ✓ If you are a UK tax payer as Gift Aid allows us to claim an extra 25p for every £1 you donate.

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Name	Address with post code	Amount per __	Total sponsored	Gift aid*	Paid
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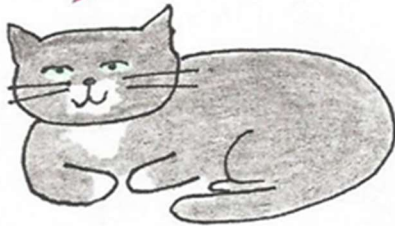


animal cancer trust

fighting cancer in our pets

## Fundraising poster

The Event



The time and date



The Location

