



healthy working animals
for the world's poorest communities

The Ultimate Fundraising Handbook

All your fundraising questions answered!

This booklet is packed full of fundraising ideas and useful advice to help you raise lots of money for the Brooke and have fun while you are doing it



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Introduction

Congratulations on making the first steps towards raising money for the Brooke! Fundraising can be hard work but it should also be an immensely rewarding and worthwhile experience.

Remember, we are always here to answer your questions, send you materials and generally support you in any way we can. Feel free to give us a call on 020 3012 3456 and ask to speak to a member of the Community Fundraising Team.

Without your tremendous efforts, we could not continue to sustain our vital projects supporting working animals in developing countries. So, thank you and good luck!

Contents	Page Number
Getting started	3
Who to ask for money and how to ask	4
Fundraising at work	5
Fundraising in the community	6
Gift Aid and legal matters	6
Online fundraising	7 - 8
How to get local press coverage	9
A to Z of Fundraising Ideas	10 - 13



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Getting started

All fundraising initiatives need to be well thought out and carefully planned. Once you've come up with an idea, it would be useful to write a simple fundraising plan that you can refer back to as a guide at any stage. This will help you to establish a target, be aware of your limitations and relax in the knowledge that you have considered every eventuality and are unlikely to be tripped up by any nasty surprises!

Description of event/ activity	e.g. Pet show
How will it make money?	e.g. Tickets on the door and raffle
Fundraising target: How much will you raise?	Be conservative — if you beat your target, you'll feel great!
Who will take part in the event or sponsor you?	Friends, family, colleagues, local business... Be realistic here, don't just write a wish list!
When will it take place?	Date
How, where and when will you market the event ?	Think about posters, tickets, emails, word of mouth, internet
Where will it take place?	Do you need to book a venue? How much space do you require? What facilities?
Do you need any materials or equipment?	Do you need to source refreshments or prizes?
Do you need a licence or authorisation of any kind?	You might require a permit for certain types of fundraising — refer to page 6 or contact us if in doubt.
Are there any costs involved? If so, how much?	Travel expenses, printing costs, food, booking fee for venue...
Is it newsworthy?	Could you make local news and raise the profile of the Brooke? See page 9 for PR info
Do you need any fundraising materials from the Brooke?	Get in touch well in advance if you require collecting tins, rosettes, posters, leaflets etc.



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Whom to ask for money and how to ask them

It's not always easy asking people for money...even if it is for a really good cause! Here are some tips that might make it all a bit less daunting.

Double your money!

Some companies run a "Matched Giving Scheme" which means that they will make a donation to the Brooke equal to the amount of money that you have raised. As well as asking your colleagues to support you, there is certainly no harm in asking your company if they are prepared to match your fundraising efforts too. If they aren't able to match your donation they might, at least, make a contribution.

Local business

- It's best to avoid writing speculative letters to companies or organisations with which you have no connection as you are unlikely to get a positive response.
- For the best response, approach small, local shops, restaurants and companies where you have some sort of connection (either personally or through a friend or relative).
- Find out in advance who is the best person to contact and whether or not they make donations - if not, ask if they can provide a raffle prize or a gift in kind (e.g. a free print run of posters, use of their car park, etc.).

If you are doing a sponsored event....

- Circulate as many sponsor forms as possible amongst your friends, family and work mates. Just remember to keep track of where they all are!
- We can send you sponsorship forms printed on Brooke headed paper - you just have to fill in your details and information about the event.
- Make sure that the first pledge on your sponsor form is a large one - hopefully, everyone else will follow suit.

To make things even easier...

Spare yourself the grizzly task of chasing people for money by setting up your own fundraising webpage through www.justgiving.com. It couldn't be easier!

Last but not least!

Don't forget to thank everybody who supports you be it a member of your family or a local business. Let them know how the event went, how much money was raised and remind them of what a wonderful difference their contribution has made to the life of working animals overseas.



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Fundraising at work

There is so much potential for raising money in your work place. After all, who wouldn't welcome an opportunity to liven up a hum-drum working day with a fundraising activity such as a cake sale...or, for the more thrill-seeking amongst us, kidnapping the boss (with their prior agreement) and demanding a ransom?

You know better than we do what kind of activity would suit the culture of your work place, but here are a few suggestions which might inspire you.

- Have a slave auction. Persuade the boss or a colleague to agree to be sold into slavery for a day. Your slave can make all the tea, get the sandwiches, do the filing...any of those jobs that you don't enjoy doing!
- Organise a casual clothes day. People can pay for the privilege of leaving their suits or uniforms at home for a day.
- Make your colleagues pay for the chance to show off their fancy footwork in an inter-departmental football tournament or, if sport's not their thing, get them to flex those 'little grey cells' in a pub-style quiz.
- Do you always have an expensive flower arrangement on your reception desk? If so, ask if one week's flower budget can be donated to the Brooke instead.
- Raffle off one day's holiday. Get your boss to agree to granting a day off to the lucky member of staff whose ticket gets drawn first.

See if you can get an article published in your company newsletter or on the intranet talking about your fundraising activity and updating your colleagues on Brooke news!





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Fundraising in the community

If you are able to extend your fundraising activity beyond people you know directly, not only will you be increasing the potential for raising funds, but you will also be increasing awareness of the Brooke's work.

Tips:

- Piggy-back another event such as a local fete, carnival or horse show to have a fundraising stand or persuade the organisers to donate all/ some of the proceeds to the Brooke.
- Approach local groups such as The Rotary Club or Women's Institute to see whether they are willing to contribute some of their regular fundraising to the Brooke. You are likely to be required to give a talk or presentation about our work.



Gift Aid and legal matters:

- Gift Aid is a scheme that allows charities to claim back the basic rate tax already paid on donations by the donor and is currently worth 25p for every pound donated by UK taxpayers. Make sure the donations you receive are tax efficient by asking your tax-paying donors to tick the Gift Aid box on sponsorship and donation forms, and ensure they give their **full** name (including first name or initial), **home** address and **postcode**.

If a donor pays a higher rate of income tax, either at 40% or 50%, they can reclaim the difference between the basic rate of tax and the highest rate of tax they have paid after making a charitable donation.

- Raffles, public cash collections, lotteries and prize draws are excellent means of raising funds but, if you are planning any of these activities, please get in touch for some **essential** advice about **legal requirements** (for example, you will need a permit to collect cash in a public place and there are strict regulations about how the money is counted, etc.).
- If you are organising a public event, it might be necessary for you to arrange **Public Liability Insurance**. Any event that you organise is **your** responsibility and insurance will protect you against claims made by third parties for injury or property damage as a result of negligence.



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Online fundraising

Fundraising need not be just about jumble sales in quaint village halls or lucky dips at idyllic country fetes... You can use 21st Century technology to bring your fundraising bang up to date!

Ideas

- Set up a website and regularly update it with your latest fundraising news and photos. Email the link to your contacts so that they can check it out and follow your progress.
- Add a strap line to your email auto-signature so that every email you send alerts the recipient to your fundraising activity, e.g. *"I am running the London Marathon for the Brooke. If you would like to support me, please give me a call!"*
- Set up a sponsorship page for any event by visiting **www.justgiving.com/thebrooke/raisemoney**



- Use **www.everyclick.com** to search the Internet. Every time you do a search, they will donate 1p to the Brooke!
 - Select the Brooke as your charity and make **<http://www.everyclick.com/uk/>** your homepage so that you raise money just by surfing the net!
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- The Brooke is registered with **www.ebay.co.uk** so you can sell items online and donate all or part of the proceeds to us!
 - Go to **<http://pages.ebay.co.uk/community/charity>** for more information.
 - When you post your item, follow the very simple instructions that will make your listing profitable for the Brooke.
 - Your item might be more likely to sell if the buyer knows that a percentage will benefit us!





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amazon.co.uk

- **Amazon.co.uk** sells millions of products from cameras to coffee machines, exercise videos to Elvis CDs – there's something for everyone!
- Every item you buy from Amazon will provide the Brooke with 5% or more of your purchase at no cost to the Brooke.
- Visit **www.thebrooke.org/amazon** and use the Amazon link to be directed to the Amazon website. The Brooke will get a donation every time you buy something using that link. It couldn't be easier!

www.giveortake.com

- Did you know you could be raising money for the Brooke every time you shop?
- Whatever you buy online - books, flights, food, clothes, music, gifts, essentials for home and garden, here's an easy and fun way you can help us - simply shop at online superstore **www.giveortake.com**. You can do all your regular shopping at over 500 big brand stores including John Lewis, M&S, B&Q, Currys, Waterstones, Expedia, Next and Play.
- **www.giveortake.com** gives you money back on everything you buy, which you can donate to the Brooke. It's free to sign up, only takes a few moments, and your shopping will cost the same (or maybe even less, as you will enjoy special offers and savings!) Easy and convenient shopping for you and extra funds for the Brooke!

The Equine Advertiser

- Selling horses, ponies, horseboxes or equestrian property?
The Equine Advertiser are pleased to be supporting the Brooke by donating 50p for every paying advert they receive—www.equineadvertiser.co.uk



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How to get coverage in your local media

Media exposure is hugely important to us because it helps us promote and raise awareness of our work overseas, and you might be able to help us. If there is anything particularly unusual or inspirational about your event please do let the Brooke press office know about it - they would love to hear from you!

For example, are you planning to do something truly extraordinary or inspirational to raise money? Do you have a really interesting story to tell about a horse, pony or donkey in your life? Was a visit to see the Brooke's work a life changing experience for you? Some of these stories may be suitable for use in the press, and - if picked up - may motivate others in your area to fundraise for the Brooke too.

And you could always contact your local newspapers and radio yourself. Make sure you give the media enough notice to cover the story (generally about two weeks prior to the event), and send them lots of details about what's happening, who will be attending, why you are holding it, how much you hope to raise, when/ where it is happening, and your contact details. If you need advice on how to do this, just call the Brooke press office.

If you don't manage to get coverage of your event beforehand, try sending some photos of the event to your local paper afterwards. Don't forget to provide details about the event, how much you raised and your contact details. Good luck!

© Lee Andrews, Tigers Freefall Display Team 2008



This mother and daughter duo took to the skies together and threw themselves out of a plane to raise funds for the Brooke - and received coverage in their local newspapers too!



© Lee Andrews, Tigers Freefall Display Team 2008

You don't have to jump out of a plane to get into the papers though! Last year Brooke supporters held Hobby Horse Grand Nationals all round the country, which made it into the local press.



For help and advice please contact the Brooke Press Office on: 020 7653 5843 or email press@thebrooke.org



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A to Z of Fundraising Ideas

A. Auction of promises

Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.

Abseiling	Aerobics workout
Afternoon tea stall	Arm wrestling
Antiques fair	Art fair
Assault course	Athletic event

B. Bring a pound to work day

Simply ask all your colleagues to bring just a pound to work in aid of the charity, and then collect together the money and send it to us.

Bungee Jump	Badminton tournament
Ball or dance	Bring and buy sale
Band night	Barbeque
Barn dance	Bike-a-thon

C. Cricket match

Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.

Charades	Car wash
Car boot sale	Carol singing
Cheese and wine party	Cockney night
Coffee morning	Concert

D. Duck race

The same as "Pooh sticks" but with plastic ducks!

Dance marathon	Darts competition
Disco	Drink a yard of ale

E. Exercise marathon

Get friends or family sponsored to run, swim...

Easter egg hunt	Exhibition
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F. Five-a-side football

Arrange a tournament, get a prize donated and charge admission.

Fashion show	Flower show
French evening	Fun run
Film night	Face painting



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G. Guess

The weight/ name/ value of...

Gala evening
Garden party
Golfing competition

Garage sale
Go karting
Good as new sale

H. How many

Can get in a telephone box / Mini.

Head shave
Hill walking
Hurl the haggis

Halloween party
Honesty box
Hobby horse grand national

I. It's a Knockout

Challenge your friends to a competition.

Indoor games evening

Italian evening

J. Jogging

Get sponsored.

Jazz evening
Jumble sale

Jewellery party
Jokey telling contest

K. Karaoke evening

Ask a local pub to host one for you and charge people entry or to take part.

Kidnap and ransom

Knobbly knee contest

L. Lunch money

Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to the Brooke.

Long distance cycle-ride, horse-ride, walk
Ladies' night
Luncheons

Lotteries
Lucky dip

M. Masquerade ball

Have a competition to guess who's who.

Murder mystery party
Motor mower race
Musical evening

Mile of pennies
Mountain bike race
Marathon dance/ piano playing/ ride

N. Night in for the Brooke

Stay in for an evening and donate the money saved to the charity.

National days

New Year's Resolution



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O. Omnipotent day

Bid to have all the power for 1 day!

One-day fast
Open garden

One legged race
Odd jobs done for others

P. Photo competition

Get your friends / colleagues to bring you baby photos, and let everyone guess who is who.

Painting competition
Plant stall
Paint-balling
Pet show

Pile of pennies
Pool contest
Polo match
Parties

Q. Quiz Night

Challenge friends or colleagues to a quiz, with prizes for the best team, most inventive answer, wooden spoon etc.

R. Raft race

Build your own rafts and race them down the river.

Raffle
Roaring twenties supper

Relay
Race Night

S. Sponsored event

Swim, slim, headshave – ask your colleagues and friends to raise sponsorship money for you in a fun way.

Shoeshine service
Swear box

Silent auction
Sweepstake

T. Themed party

Anything! Super and action heroes, movie stars, historical figures, cartoon characters.

Teddy bears picnic
Tennis tournament
Tombola

Ten-pin bowling
Three-legged race
Tug of war

U. University Challenge

Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.

Uniform free day



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V. Variety Show

Round up your talented friends and tread the boards, charging for admission of course.

Valentine's day party

Volleyball

W. Wine Tasting

Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of sales to the Brooke.

Western party

Wheelbarrow race

Windsurfing marathon

'Who is the baby?' competition

X. Xmas cards

Instead of your company sending Christmas cards, send a Christmas email instead explaining the money is being donated to the Brooke.

Xmas draw

Xmas party

Y. Your own Lottery

Works exactly the same way as the National Lottery, only you have a better chance of winning!

Yard of ale competition

Z. Zen day

Sponsored silence!

Zodiac reading

