



DOGS FOR GOOD

DOGS FOR GOOD

LIFE CHANGING DEVOTION

WOLF RUN

354

Your Fundraising Pack

A-Z of Fundraising ideas

- A** Auction, Art Exhibition, Abseil, Assault Course, Aerobics Event, Afternoon Tea
- B** Bring & Buy Sale, Blind Date, Beard Shave, Barn Dance, Balloon Race, BBQ, Bad Taste Clothing Day, Beat the Goalie, Bingo, Board Game Evening, Book Sale
- C** Coffee Morning, Car Wash, Concert, Car Boot Sale, Craft Fair, Cake Stall, Cake Bake, Carol Singing, Casino Evening
- D** Disco, Dog Walking Event, Dress Down Day, Dog Show
- E** Exercise Class, Easter Egg Hunt, Egg & Spoon Race, EBay (sell some unwanted items)
- F** Fete, Fashion Show, Fancy Dress Walk/Party/Pub Crawl, Face Painting, Flower Show, Fine Box (for swearing, or certain words etc), Foreign Coin collection
- G** Garden Party, Garage Sale, Guess the Weight, Give up a Vice!
- H** Head Shave, Halloween Party, House Party
- I** Ice Skating, Indoor Bowling, It's a Knockout, Italian Evening
- J** Jumble Sale, Jazz Evening, Joke-A-Thon, Jigsaw Marathon, Jailbreak, Jewellery Making
- K** Karaoke Night, Keep Fit Challenge, Knitting event
- L** Line Dancing, Limbo competition, Lunch party
- M** Magic Show, May Fair, Morris Dancing, Musical Evening, Murder Mystery, Monopoly Challenge, Medieval Evening, Mulled Wine & Mince Pie Evening
- N** Non-Uniform Day, Nature Trail, Name the Teddy/Baby etc, Night Walk
- O** Open Day at work, Open Garden, Outgrown Clothes Sale, One Day of Silence
- P** Pub Quiz, Photo Competition, Pool Competition, Pancake Race, Pet Competition, Pig Roast, Plant Sale, Paintballing, Pantomime, Pub Games Night
- Q** Quizzes, Quasar, Quit Smoking
- R** Race Night, Read-a-thon, Rounders Tournament, Rugby Match
- S** Silent Auction, Sponsored Silence, Sack Race, Sports Day, Sweets in the Jar (how many), Slimming Contest, Swimathon
- T** Talent Contest, Three-legged Race, Treasure Hunt, Tombola Tennis Match, Tea Dance, Toy Sale, Tuck Shop
- U** Unwanted present sale, Used Stamps/Printer Cartridges/Mobile Phone recycling
- V** Variety Show, Vegetarian Evening, Valentine's Party, Volley Ball Math
- W** Wine Tasting, Welly Throwing, Walks, Wheelbarrow Race, Waxing!
- X** Xmas Fair/Party/Dinner, X-dressing Competition, Xmas Hampers
- Y** Yacht Racing, Youth Event
- Z** Zodiac Evening



Thank You!

Hello, I'm Ali and I am delighted to share the story about how assistance dog Heather has helped my son Samuel. I'd like to thank you for choosing to raise funds for Dogs for Good, by doing so you will help other families like ours.

Like most young boys, nine year-old Samuel was a human whirlwind and liked nothing better than being active and, in particular, playing football and rugby with his friends.

During one particular rugby match, he fell over and within the space of minutes he went from being able to walk, to not being able to use his legs properly and then things deteriorated to the point where we had to take him to hospital. After various tests, Samuel's injury was diagnosed as a spinal stroke where a blood clot blocks off an artery, killing the blood supply to the area.

There's no reason to think he'll get any worse but by the same token no-one knows whether he'll ever walk or run again. So, for now, he's in a wheelchair and we take each day as it comes.

While Samuel was in hospital, I saw an advert in a magazine

for Dogs for Good and thought that getting an assistance dog for Samuel would be positive for him to focus on.

When I got home, I looked on the Dogs for Good website and registered our interest to put Samuel on the waiting list.

Dogs for Good brought Heather to visit the family at home to see how the match worked in reality. She fitted in perfectly and we all fell in love with her and had everything crossed that she'd be ours forever. She was.

Heather settled in straight away and stays with Samuel in his room at night, helps him off with his socks, fetches his slippers, retrieves stuff he's dropped and all sorts of other practical tasks. But the single biggest thing that she's brought Samuel is the unconditional friendship, love and devotion. She's helped him so much mentally which has a huge impact on his confidence and determination."

Samuel has hospital tests every six months where his walking ability is tested. After being partnered with Heather he doubled the amount of steps he took and took them in under half the time it had previously taken him. I was speechless. The power of Heather and Samuel together is a remarkable thing.



Heather has brought our family together again. She's such a cheeky girl and makes us laugh every day. She's perfect.

We can't thank you enough for supporting this wonderful charity.

Ali, Samuel and Heather



Fundraising Hints and Tips

A fundraising target can seem a little scary but with a positive attitude, bit of planning and by organising a few smaller events or activities, the money will start mounting up in no time!

Online Giving

Setting up an online giving page is simple. You should have received an email from Dogs for Good explaining how to set up a page on either JustGiving or Virgin Money Giving. This email also tells you how to make the best of your page, so if you haven't received it then let us know.



Top Tips

- **Plan ahead.** Fundraising can be time-consuming and if you are organising an event then you'll need plenty of time to book the venue and get everything ready, as well as promote your event.
- **Don't be afraid to ask!** The more people you have to help you, the better.
- **Ask more than once!** A lot of us have good intentions but we're all busy so a few reminders is no bad thing.
- Explain to sponsors **what you're doing** and why you've chosen to support Dogs for Good. **Share our photos and videos** from social media so that your friends and family understand how their donation is helping.
- Try to get **pledged money** from people immediately if you can. If you are taking part in a challenge event then we need to receive the majority of your funds in advance.
- Ask people to **Gift Aid** their donations. This can't count towards your total (if you have a minimum sponsorship target) but will help us to train more dogs.



Fundraiser's checklist

Here are some handy steps to help your fundraising

1. Set your **fundraising target** and then decide what activities you're going to do to raise money. If you need inspiration, refer to our A-Z of Fundraising Ideas (page 7) and Fundraising Ideas sheets. If you are interested in organising an event, then let us know and we'll send you our **Event Planning Checklist**.
2. The best part of your fundraising toolkit is you! Remember that people will want to support you, so be confident as you ask for sponsorship. Tell people why you have chosen to raise funds for Dogs for Good, and inspire them to support you. Ask everyone to sponsor you – friends, family, work mates, old school friends, member of your sports club, church etc. Remind people who say they want to sponsor you. If you don't ask then you don't get!
3. Make sure you've set up an **online giving page** through JustGiving or Virgin Money Giving.
4. **Take photos** as you go along and share them. People love to see what you're achieving.
5. Good to Share - **Use Facebook and Twitter** to tell friends and family about what you're doing and link to your online giving page. Keep posting regularly, share your successes and don't forget to include a link to your fundraising page every time you post to help you reach your goal. (www.facebook.com/DogsForGoodUK) and www.twitter.com/DogsForGoodUK).
6. Let us know if you need any additional Dogs for Good **fundraising kit** – t-shirt or running vest, collection tins, posters, balloons, banners etc.
7. Create a buzz about what you're doing. Send a **press release** to your local and national newspapers, radio or even TV. Increased awareness results in more money raised. Ask us for a press release template to help you.
8. Always encourage your sponsors to **Gift Aid** their donations as this enables us to claim a further 25% back on the donation.
9. If you're doing a few different activities over a period of time, don't hold on to money in order to send it all in at the end of your fundraising. **Send donations to us** as you go and we'll keep a tally of where you're up to and you'll know it's safely where it needs to be.
10. **Say thank you!** Please don't forget to thank everyone who sponsors you. If someone makes a bigger donation and you would like us to thank them separately, then we'd be more than happy to do so. Just get in touch.



Damien and Family Dog Poppy

"During the three workshops, I learned so much" recalls Mum Sally. "Everything the training team said made perfect sense and I came away really excited and with far more knowledge about how a dog can benefit a child with autism as well as the wider family."

"Poppy has worked wonders... she's brought calmness and happiness to the household and we all adore her".



Vicky with assistance dog Tula

"It's amazing how a dog can completely change your life. You feel like you can do anything with your dog by your side... having my independence is priceless."

giftaid it explained

Gift Aid allows charities to claim an extra 25p for every £1 donated (if donors are UK tax-payers). It will not cost the donor any extra. You'll see a tick box and full explanation on paper sponsorship forms and also on online giving sites.



FACTS

Our puppies

We have our own breeding scheme and also share litters with other assistance dog charities. At around eight weeks old our puppies are placed with volunteer puppy socialisers who teach them general obedience and get them used to being in lots of public places. The puppies then come in to our HQ to start their formal training at around 16 months.



*Richard with his
assistance dog, Maggie*

*"I'm so proud to go out with
her. She's brought happiness
to the whole family."*



How to smash your fundraising target

London Marathon runner Liz Bull used her passion for food and some great friendships to help her raise £3,000 for Dogs for Good. Read on to find out how she did it...

I've got to raise how much money to run this marathon?! I have to admit I panicked but I've actually really enjoyed it!

I thought about what I love and what I'm good at; it turns out that's food, so my first event was a charity curry night. I asked a local curry house that runs tribute nights if the proceeds from one night could go to Dogs for Good, and I put on a quiz.

Sum raised £350

Next was a coffee morning at my house. A great success and the left over cake I took on the school run to sell to the kids. People love cake!

Sum raised £170

Some great people gave their time; a magician (who is part of the lovely bunch I walk my dog with) went into my children's school and performed for all of the children

who all brought in a £1 donation. Great fun!

Sum raised £200

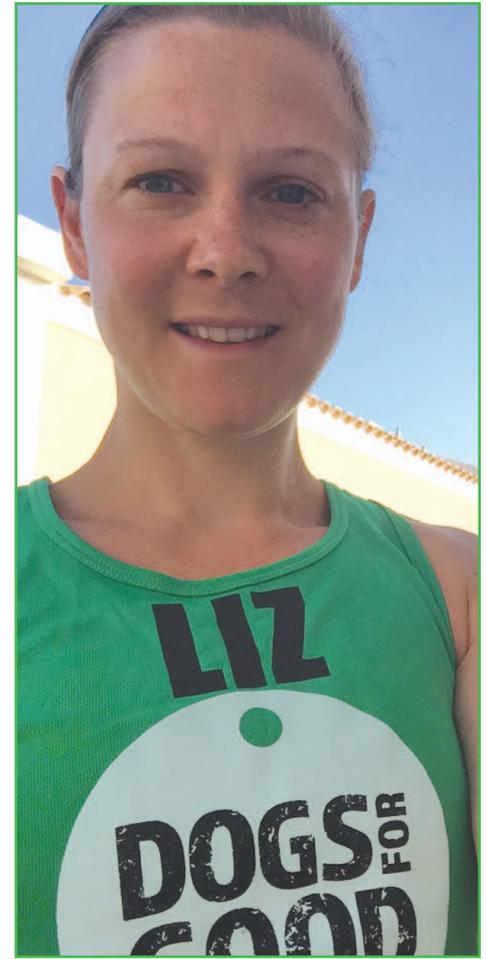
More cake and this time crafts too, we had over 100 people come! The kids had a fab time whilst the parents could relax with tea and cake.

Sum raised £450

My biggest event was a charity Dinner and Dance. I hired a hall (managed to get this for free) and a tribute singer who halved his fee. Initially ticket sales were slow, and I have to admit I was scared it was going to flop, but then they started to fly out and 100 were sold.

Sum raised £1,400

"I raised over £3,000 which was incredible. I felt a bit emotional when I thought about the difference it could make - it made crossing the finish line even more worthwhile."



Mum Janet tells us about Joel and his autism assistance dog Caddie

"It's wonderful that four years after he arrived Joel is still discovering new ways Caddie can help and support him," says Janet, "and we're all excited to see Joel's next new achievement with Caddie by his side."



FACTS A brief history

- Our Founder, Frances Hay set up Dogs for the Disabled in 1988.
- We started by working with adults with a physical disability. In 2004 we became the first ever UK assistance dog organisation to provide a service for children.
- Our pioneering autism assistance dog service commenced in 2007 to support families with an autistic child.
- We introduced our Family Dog service in 2010, helping families with autistic children to benefit from the unique support of a well-trained pet dog.
- In 2013 we collaborated on an innovative project training assistance dogs to support people with dementia, in conjunction with Alzheimer Scotland.
- In 2014 we developed our Community Dog service, training dogs to work alongside a specialist handler in settings such as schools, hospitals and in social care.
- In 2015 we changed our name to Dogs for Good.
- In 2018 we partnered with Bracknell Forest Council to launch a social care partnership – the first of its kind in the UK.



About Dogs for Good

The need for our work

Demand for our services is at an all-time high and our dogs really do have the ability to change lives. According to the UK Department for Work and Pensions, one in five of the population has a disability of some kind:

- **Limited independence** - over a quarter of disabled people say that they do not frequently have a choice and control over their daily lives. **Our dogs can help people to become more or even completely independent.**
- **Feelings of isolation** - Many of our partnerships say that thanks to their dog they have felt more able to play an active role in community life; volunteering, going back to work or to university.
- **Lack of confidence and low self-esteem**- 56% of disabled people have received offensive comments from members of the public which has impacted negatively on their self-esteem. **Many of our assistance dog owners say that their confidence has increased after working with their dog.**
- **Loneliness** - Feeling lonely is increasingly recognised as detrimental to both our mental and physical health, and people with physical disabilities, autism and dementia are all likely to be at higher risk from loneliness. Dogs can help with this. **22 year old Demi has cerebral palsy and once she was partnered with her assistance dog Bumble, she said "We can't go out without being stopped by people wanting to talk about her. She's a real ice breaker."**



About our services

We support people with a range of disabilities and conditions including physical disabilities, autism, dementia and learning disabilities enabling them to lead more independent lives through the help of trained dogs.

We offer three main services:

Assistance Dogs

Our assistance dogs support adults and children with a range of physical disabilities and also children with autism, providing practical support, increased



FACTS

Dementia Dogs

In 2013 we started a pilot project to train dogs and specialist handlers to work with people in the early-moderate stages of dementia. While the project is still ongoing, we have found five key areas where our dogs can make a difference:

- Confidence and skills to access the community
- Anxiety reduction
- Communication and social skills
- Carer relationships and support can improve
- Developing a renewed sense of purpose and motivation



confidence and enabling greater independence.

Partnership with an assistance dog is a truly life-changing experience and most people find that the benefits go much further than simply providing practical assistance. The people we

support tell us that thanks to their assistance dog they experience greatly improved self-esteem. As a result of a new-found confidence they are able to enjoy new opportunities, from starting a new job to going to university or playing a more active role in community life.



Heather and her assistance dog Eider

Before Eider came I would deliberately avoid contact with people," Now when they do speak to me, it's not about my disability, they just want to find out what she does for me."

Community Dogs

Our community dogs work alongside a specialist handler in community settings such as schools, hospitals and social care. Over their lifetime, our community dogs help dozens



of people to overcome specific challenges and support them with the development of life-skills, improving communication, overcoming anxiety and supporting physiotherapy using techniques known as animal assisted intervention.

Family Dogs

Our Family Dog service has been

developed to help us share our knowledge and expertise of training dogs to help families with a child with autism spectrum condition. Through workshops and an aftercare service, we provide parents with the information they need to source, select, handle and train a pet dog specifically to respond to the needs of a child on the autism spectrum.



Keep it Safe and Legal

No matter what type of fundraising you're doing, there are likely to be rules and regulations that must be followed. It is your responsibility to ensure that any activity you organise in aid of Dogs for Good complies with the law. Here are some of the most crucial points to keep you safe and legal but if you want to check anything then please just pick up the phone or send an email and we will help you:

Risk Assessments

If you are organising your own event, then you'll need to fill out a Risk Assessment to ensure that you are aware of any potential risks. Speak to your regional fundraising office contact for more information.

Insurance

Dogs for Good holds Public Liability Insurance which covers supporters taking part in most standard charity activities. If you're not sure whether your event would be covered, please get in touch.

Raffles, Tombolas and Lotteries

There are different rules for different types of raffles, and you may need a licence and specially printed tickets depending on the kind of raffle you're organising.

Lotteries are governed by many rules and we recommend you speak with your local Licensing Authority for advice before organising one, or else contact us and we'll help you.

General Data Protection Regulation (GDPR)

At Dogs for Good we take data protection very seriously. Please be cautious with any paper or electronic records you may keep about anyone and do not share anyone's personal information without gaining their permission first. If you have any concerns or questions about this then please get in touch.

Collections and Licenses

If you are considering holding a public collection as part of your fundraising, then you may need a collection licence from your local

authority. If so, then you will normally need to apply at least one month in advance of the collection date.

If you are fundraising for a sponsored event where the charity will pay your trip costs, then we ask that you do not organise a public collection. Ask us for more details on this.

Please do not go door-to-door asking for sponsorship.



Isaac with his assistance dog Elsie

"Elsie speaks of the joy in the world. She has opened up a door for Isaac, to confidence, to friendships, to nature, and to happiness; she stands there in that doorway with her tail wagging, saying 'Come on, let's get going!'"

Finally...

- We are proud to be registered with the Fundraising Regulator who set and maintain the standards for charitable fundraising. The Fundraising Regulator aims to ensure that fundraising is respectful, open, honest and accountable to the public.
- Please use our official sponsorships forms, rather than producing your own versions.
- Anyone fundraising for Dogs for Good who is under the age of 18 must be accompanied by a parent or guardian.
- Dogs for Good cannot be held responsible for any accident, injury or loss incurred as a result of your fundraising activity.
- For events with a large fundraising target, where the charity will pay your event costs, you may be asked to sign and return a 'Fundraiser's Agreement' which will explain your financial commitment.
- If you're unsure about anything at all, then please just ask. We're here to help you!



Other ways to get involved at Dogs for Good

We have some fantastic volunteering roles from caring for one of our puppies to becoming a registered speaker. Some roles are only available in certain parts of the UK. Visit our website for more details.

- **Puppy socialiser**
Care for a puppy in its first year of life
- **Temporary boarder**
Offer bed and breakfast to a dog in training
- **Volunteer driver**
Transporting our dogs and clients within the UK
- **Breeding stock holder**
Look after one of the dogs on our breeding scheme
- **Fundraising volunteer**
Place collection tins, organise events and fundraise from your local community
- **Registered speaker**
Be trained to give talks about Dogs for Good in your local area
- **Local supporter group member**
Join a local group and get involved in their fundraising activities

Become a Puppy Partner

Become an exclusive Puppy Partner and you could even name a Dogs for Good puppy! If you or your organisation are able to donate £1,000 or £5,000 to Dogs for Good then you can join our Puppy Partners scheme.

- **Choose the name** of your puppy (£5,000 only)
- Follow your puppy's progress through their **first year** of socialising and training with their puppy socialiser
- Receive a **welcome letter** and **certificate with a photo** of your puppy, along with **quarterly updates and pictures** of your puppy's progress
- Potential chance to meet your puppy and **visit our training centre**

Terms and Conditions apply. Visit our website or get in touch for more details.



Sending in your donations

Via our website

Visit www.dogsforgood.org and click on **Donate Now**. You can then choose to make a one-off donation, and please fill in the box which says 'Tell us about your donation today', so that we know what it relates to.

Send us a cheque

Make cheques payable to 'Dogs for Good', and make sure you also enclose any sponsorship forms (so we can claim gift aid, if applicable), or a note with your name and event details so we know it's from you.

Please post it to:

Dogs for Good
The Frances Hay Centre
Blacklocks Hill
Banbury
OX17 2BS

Please do not send any cash through the post.

Pay into our bank account

You can pay your donation online, or into any branch of **HSBC**:

Account name: Dogs for Good
Account number: 11331558
Sort code: 40-26-04

If you do pay into the bank, then please contact us to tell us the date you paid the money in, the branch name (or if it was online) and the amount, as this will allow us to identify your donation correctly.

Give us a call

We can take credit card payments over the phone.

Call **01295 252 600**

and choose Option 4

to speak to a member of the Fundraising team.



Thank you again for your wonderful support



Find us on  www.twitter.com/DogsForGoodUK

 www.facebook.com/DogsForGoodUK

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