

DOGS FOR GOOD

Fundraising Guide



For making life possible



We all know the **difference** dogs can make to our lives, at least those of us lucky enough to have them. But for some, dogs actually **make life possible**.

At Dogs for Good, we understand just how much. We train and nurture dogs to enable people to live happier, healthier, and more independent lives.

These are dogs that open doors, that connect people in communities, that bring families together. Dogs that help make everyday life possible in **so many extraordinary ways**.

Why we're needed

Millions of people in the UK live with serious health challenges, on top of social isolation, low self-esteem, and anxiety and depression. But not everyone is able to get the support they need.

At Dogs for Good, we can **change that.**

We believe dogs, through the bond we share with them, have the capacity to make life possible for the people we support.

And it's how we bring people and dogs together that makes such a difference. Our support centres on the needs of the person, and the dog, in what can result in a lifetime of mutual benefits.

We support thousands of people each year through our carefully matched partnerships, family workshops and community initiatives. With your help, we can reach many more.

“ Before I had Greg, I couldn't walk up my road without needing to sit down and have a rest. Now, my favourite thing is exploring the world with Greg by my side. That's why I decided to fundraise for Dogs for Good by walking a marathon in May. ”

Martha and Greg,
Assistance Dog partnership & fundraiser

“ Dougie's able to rid Albie of any sadness so much quicker than I can. He remedies things in a way that doesn't ask anything of Albie really. He'll gently nudge Albie and then give him a few licks, which in turn makes Albie giggle and the sadness melts away. It's so simple and it changes everything. ”

Mum, Emma, about Dougie,
Albie's Autism Assistance Dog



Steps to fundraising success

Decide what you want to do

Keep it fun and achievable; we are all motivated by different things, so the most important thing is that you enjoy yourself. Check out the next page if you're in need of inspiration.

Get practical

What do you need to be successful? Have you got the venue, the kit, or do you need additional support? Who's your target market? If you're recruiting friends and family to help, make a checklist and be clear with them what they can do to help.

Set a date

Decide when and where your fundraiser will take place, taking into account the weather and activity - always have a Plan B! It's a good idea to check what else may be going on in the area that may conflict with your event.

Spread the word

Tell your friends and family about your fundraising. Work colleagues may be particularly helpful, as some companies have a match funding scheme - it never hurts to ask. Get active on social media and email, and get out and about in the local community so that as many people as possible know about what you're doing.

Finally - have fun!

Enjoy your fundraising. It's a great chance to spend time with your friends, family and colleagues while feeling good about all your hard work.

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Things to consider when planning your event

Food Hygiene

If you are handling or selling food, you must do so safely. Get the latest food hygiene regulations at food.gov.uk.



Raffles & Lotteries

 There are certain rules around raffles and lotteries that may be confusing; if you're unsure, please email events@dogsforgood.org or visit the Gambling Commission's [website](#).

Public Liability Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. Once you have carried out the appropriate risk assessment, you should consider arranging public liability insurance. Resources that you may use for events such as food vans and venues should have their own public liability insurance so do check with them first. If you are holding an event at home on private property, check your home insurance covers you for your event.

First Aid

The Red Cross or St John's Ambulance can provide guidance on providing first aid if you're hosting an event with lots of attendees. You'll need a minimum of two first aiders for events of 500 guests or more.

Risk assessments

To ensure everyone's safety, you'll need to identify any potential hazards or risks at your event and how to deal with them. For guidance and a sample risk assessment, please email events@dogsforgood.org.



Data Protection

Be aware of data protection when you're gathering contact details or taking photos. Only collect what you need, keep it safe, do not share it, only keep it as long as necessary and dispose of it securely (i.e. using a shredder) after. You'll need to have people's permission to take their photos at your event.

Collections

You'll need a licence from your local authority to carry out house-to-house or public street collections. If you're on private property, you'll need the permission of the manager.

Licences and permissions

Certain activities require a licence; if you're holding an event in a public place, your local authority will be able to advise. For events on private property, make sure you get permission in writing from the manager.



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Big Night In

Ask for a donation to attend a movie night, games night or dinner party. Boost your fundraising by holding food-related challenges alongside the main event.



Cake, anyone?

Could you give Mary Berry a run for her money? Hold a cake sale or auction, or hold challenges like 'guess the weight of the cake'... or challenge your friends to a bake-off!



Promise Auction

People can bid on chores they want doing - washing the car, doing the ironing, gardening etc. You can also approach local trades and ask for their services - hairdressers, mechanics, DIY.

You'll need to find a venue and an auctioneer with a clear voice and a commanding presence!

Car Boot Sales

Make some space and raise some cash?! Perfect! A great summer fundraiser when there are car boots abound. Ask friends to donate items - clothing, books, homeware and even plants are all great options. You can find your local car boot by Googling 'car boots near me'.

Guessing games

These are great for fetes or fairs. How many sweets in a jar, how much does the cake weigh, or what's the name of the teddy? (You can find sheets of names online!). Ask people for a donation and the winner gets the sweets, cake or teddy!

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Pawsome Fundraising Ideas

Get active!

Take on a fitness challenge. Walk, run, cycle, dance, skip, hula hoop... the possibilities are endless! Whether it takes hours, days or months - decide what you want to do and get people to sponsor you.

Something silly

Sit in a bath of beans, hold a three-legged car wash, take a cream pie to the face or eat jelly with chopsticks... get people to sponsor you or charge participants to enter.

Sweepstakes

These are easy to organise, whether it's a TV game show or a sporting event. You can find templates and generators online.

Quizzes & raffles

Select a date and venue, promote early and send out invites. Choose a format and topics for the quiz. A good quiz will have 60+ questions divided into rounds - plenty of inspiration can be found online! It's a bonus to get a charismatic quizmaster and arrange a prize for the winning team. Bonus funds can be raised by enforcing fines for people caught using their phones!

Open garden

Proud of your garden? Why not host an open garden event to show off your lovely blooms and raise vital funds? This might take some advance planning to make sure your garden is looking its best. Check with your neighbours or local authority if you think there may be more cars than available parking. You can sell off surplus plants to raise extra funds.

Worst shirt day

Add some fun to your work day! Challenge colleagues to see who can wear the ugliest or most unconventional shirt. Make it festive at Christmas and go for the ugliest Christmas jumper!

Dress for the occasion

Organise a dress-down or -up day at your work or club. Every participant makes a donation to take part; set a theme and the best (or worst!) dressed gets a prize.

Online Fundraising

An online fundraising page is a great way of keeping your fundraising and all those supporting you up to date. It's easy to do and all donations made on the page are transferred directly to Dogs for Good so you don't have to do anything.

1. Go to the Dogs for Good JustGiving page at justgiving.com/dogsforgood and click the 'Fundraise for Us' button in the top right corner. If you're new to JustGiving, you'll be asked to set up an account.
2. You'll be offered the option of either taking part in an event or organising your own; choose whichever is applicable and follow the steps. It's very straightforward.
3. Once you've set up the event you can download a QR code which people will scan on their phones to be taken directly to your fundraising page - make sure to include this on any materials you produce!

Other ways to fundraise online

eBay for Charity

Sell products on eBay and help raise money at no extra cost to you. Go to charity.ebay.co.uk to find out more.

Music Magpie

With the rise of streaming, you likely have a lot of CDs and DVDs collecting dust that can be turned into cash! Music Magpie will take old tech, video games, books and more, and is an easy way to declutter while raising money.

Easy Fundraising

Easy Fundraising works with over 7,000 brands who will donate a part of what you spend when you nominate Dogs for Good as your chosen charity. It's easy to sign up and doesn't cost you a penny. From holidays to your daily shop, it's easy to generate funds for Dogs for Good.

Facebook Fundraiser

Birthday coming up? Celebrate any occasion by setting up a Facebook fundraiser on your profile and nominating Dogs for Good as your chosen charity.

Don't forget to promote your event!

Your surrounding communities can be a huge help getting the word out about your fundraising. Put posters in shop windows, local clubs and community noticeboards and ask everyone you know to do the same.

Contact any 'what's on' guides and event listings publications and tell them what you're doing.

Speak to your local radio station or newspaper to tell what you're doing and why - give them interesting stats to capture their interest.

Get social! Create a hashtag for your event, set up a group or event on Facebook and get people to like or attend it. Post regular updates on your fundraising. Post key messages every day and make sure to share Dogs for Good's posts so they know who you're supporting.

#MakeLifePossible

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Help is at hand!

Let us know what you are planning! We'd love to hear more about your fundraising plans and our team can support you to make your event the best it can be. We can send:

Collection tins/buckets

Bunting

Leaflets

Promotional posters

Peel-off stickers

T-shirts (in a variety of sizes)

Sponsor forms

Other ways you can help

There are many more ways you can #MakeLifePossible:

Put us in touch

If you know organisations of any size who support work with charities, we'd love to be connected with them. This could be your workplace, a family business, community group or sporting association. An introduction can make all the difference! We'd love to arrange a visit with one of our speakers to come and talk about our work (area dependent).

Approach local venues

You can help by looking after a collection tin. Help us raise awareness and funds in your local area by approaching places such as shops, GPs, pubs, or coffee shops and ask if they will host a tin. All you need to do is regularly empty the tin and pass us the funds.

Volunteer for us

Volunteers are vital to the work we do. We are always looking for volunteers to help with supermarket collections, to give talks to groups and to help at events. There are also opportunities with our dogs depending on where you live - visit our [website](#) for more information.

Sponsor a puppy

From £4 a month you can help our vital work while following the journey of one of our pups through training. Go to dogsforgood.org/puppy to find out more.

Leave a gift in your will

If you would like to leave a lasting legacy with a gift in your will to Dogs for Good, we can help. Email legacy@dogsforgood.org.

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Thank you so much for your support! Here's how you can send us your hard-earned money:



By Phone

Call us on 01295 252600 to deposit over the phone



By Cheque

Make cheques payable to Dogs for Good. Please include your details on the back so we can send a thank you. Post cheques to:

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



Bank Transfer

You can pay your cash in directly at your local bank, or via BACS transfer. Our sort code is **40-26-04** and account number **11331558**. Don't forget to include your details!



Online

Set up an online JustGiving page at justgiving.com/dogsforgood

Get in touch:
Call: 01295 252600
Email: info@dogsforgood.org
Visit: dogsforgood.org

Registered charity
no. 1092960/SC039828

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