

YOU AND BLUE CROSS

Your fundraising pack

A simple guide with everything
you need to know to organise
your fundraising activities





Thank you for your support



Just by getting in touch, you've taken the first step towards doing something incredible for the pets in our care.

Whatever the event or challenge you decide to set yourself, you are not alone - we are here to support you in every way we can to smash your fundraising target!

Our vision is that every pet will enjoy a healthy life in a happy home and we won't rest until we achieve it.

We find happy homes for abandoned or unwanted pets and we keep pets healthy by promoting welfare and providing treatment.

Our doors have been open to sick, injured and homeless pets since 1897, and with your support, they always will be.

SO LET'S GET STARTED!

POLLY'S STORY

“

My mum left me when I was just three weeks old. I'm not sure why, but I was really lost and sad without her. That was until the kind folks at Blue Cross helped me out and took me in.

I had lots of fun with them while they helped me get my confidence back. Before I found a home, I didn't know how it felt to have a family to love me but, let me tell you, it's amazing – I get so many cuddles, plenty of playtime and even have an exciting garden to explore. Life couldn't be better!

”



WE NEED YOU!

WE DON'T RECEIVE ANY GOVERNMENT FUNDING SO EVERY PENNY YOU RAISE IS VITAL TO HELP THE PETS WE CARE FOR

£5

could pay for a kitten to be microchipped



£13

could buy a comfy cat bed



£10

could buy clippers to trim a dog's claws



£25

could pay for a kitten's first vaccinations and worming treatments

£30

could pay for a homeless horse's dental check



£48

could buy eight feeding bottles for hand-reared kittens who have no mum to look after them



£85

could provide warmth and shelter for an abandoned pet

£100

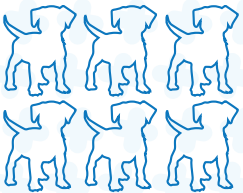
could pay to health check a litter of six unwanted puppies



£574

could cover the cost of caring for a pair of rabbits until they find a loving new home

X6



£670

could pay for a lifesaving pump to deliver vital fluids during surgery

£729

could pay for the care of a hard to rehome pet at one of our rehoming centres



X4



£10000

could cover the cost of leasing four animal ambulances for one month



Thank you



OLLIE'S STORY

“ I was just a tiny puppy when I was left to roam the streets, scared and alone. Thankfully, Blue Cross took me in – but I know I’m one of only a lucky few. Everything in my life had been so terrifying up until then, but they made me feel safe and happy again.

I still couldn't stop shaking but hiding under my toys made me feel better. One day, my lovely new family saw me peeking out. They said they fell in love with me straight away, and that's how I felt too.





Start small
THINK BIG!

We're thrilled that you have chosen to support Blue Cross through fundraising. We know the prospect can seem a bit daunting but don't panic we are here to support you. If you're a first time fundraiser start small: you don't have to organise a big event to help us help pets. Every penny is important to us and if you enjoy it, you can start planning something bigger.

IDEAS TO GET YOU STARTED

1

Why not order a collection box for the reception at your workplace?



4

Hold a sponsored 'give something up' day. Friends and colleagues could give up chocolate, tea or even talking!

5

Dress in blue and have a 'Go Blue' day at work or school

Getting married? Why not make a donation for Blue Cross pin badges to use as wedding favours?

6

2

Bake some cakes and sell them at work, school or to your friends

Why not do the washing up for a week and ask for a donation?

3

7

Hold a 'Come Dine with Me' night at home with your friend or family and charge them to dine

At a loss for ideas? Take a look at our fundraising calendar for more inspiration to help kick start your fundraising for Blue Cross.



FUNDRAISING SUCCESS

MEET LAURA...

Laura is one of our incredible fundraisers who has made a huge difference to the lives of the pets we care for.

Along with friend Ashleigh, Laura started her fundraising journey with Blue Cross by taking part in our national Steps for Pets event.

Laura then went on to hold a 'onsie day' and Christmas raffle at her workplace raising almost £500.00 – AMAZING!



LAURA SAYS:



Back in September 2015 I started as a volunteer for Blue Cross at their Lewknor site, my inspiration to do this came from losing my best friend in the July - Diesel the Blue Staffy. Blue Cross had supported me on a very difficult journey with Diesel so I wanted to give something back.

As well as volunteering at the centre I wanted to fundraise so I took on the 'Steps for Pets' challenge with a group of family and friends. We arranged a 10 mile walk around Ashridge raising a fantastic £954.00!

After an enjoyable experience helping out with the raffle at the Lewknor Christmas Fayre in November, I decided I wanted to do my own fundraising activity so I set up a "wear your onesie to work day" at my place of work.

I didn't think this would raise enough money due to the size of the company so I set up a raffle as well. I went round to lots of local companies and shops asking them to donate prizes. I managed to collect 38 fantastic prizes and sold £475.00 worth of raffle tickets.

I plan on being heavily involved with the fundraising that Blue Cross have planned throughout 2016 and I will also be setting up my own fundraising activities throughout the year.

Blue Cross are a fantastic charity and I get a great sense of achievement from working as a volunteer and raising money for them. If you too love animals in the way that I do then I am sure you would love to support Blue Cross in any way that you can whether it be volunteering or fundraising.



You too can make a difference and we will be there to support you every step of the way.

HOW TO GET STARTED

Organising a fundraiser may seem a bit daunting, but with a bit of planning, you can make sure the process goes smoothly. Use this quick checklist to help make your event the best it can be.

WHY? MAKE IT **MAKE A**
WORK-PLAN
WHAT? 
when? **HOW?** **who?** **where?**



Find a venue

Community spaces get booked up early so to avoid disappointment don't delay.

Check the date

Find out if anyone else has an event planned on the same day as yours.

Set yourself a target

It's amazing how much easier it is to raise money once you have a target in sight. Set yourself up an online donation page at www.justgiving.com

Get sponsors

Not just to help you raise money, but to donate prizes for raffles or to help you with running costs. Ask local businesses to support you in return for some positive PR.

PR, press, posts and posters

Spread the word to everyone you know, including the local paper and radio station.

Don't forget to get online – Facebook and Twitter are great ways of letting people know for free.

Tell people if there's a personal reason you're fundraising for us, as this can be really inspiring to read.

Email friends and colleagues about your event, put notices in your staff newsletter at work, or in public places like the local shop or community centre.

Do a risk assessment

Pre-empting what you will do if something doesn't go to plan like if the weather conditions worsen or you have a health & safety issue, will prepare you for anything. Finally, please ensure you comply with the correct regulations and guidelines for the nature of your event.

AND MOST IMPORTANTLY, HAVE FUN!

We're so grateful to you and we think you're amazing. We hope your fundraiser is a great success!



Remember we are here to help so for further advice and support please don't hesitate to contact us on **0300 777 1974** or events@bluecross.org.uk

FUNDRAISING



Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- New year, new you! Give something up or challenge yourself with a sponsored walk/swim/run
- Blue Monday, wear blue to work or school to lift the mood!
- Raffle unwanted Christmas gifts – try asking local businesses for donations



Mo	Tu	We	Th	Fr	Sa	Su
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

- Share the love by selling homemade Valentines cards or themed cup cakes
- Sponsored pancake flipping competition – great fun for all!
- Charity darts tournament at your local pub



Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- Blue Cross Tea Party- Get together for a cuppa and a slice of cake. Yum!
- Organise a Big Blue BBQ – Charge for food and hold a sausage sizzle-off
- Do a sponsored swim or hold a sports day



Mo	Tu	We	Th	Fr	Sa	Su
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- Pupils versus teacher quiz
- Host a summer ball
- Hold an open garden day and charge entry
- Lend a hand and wash cars, mow lawns or walk dogs in exchange for donations



Mo	Tu	We	Th	Fr	Sa	Su
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- National cupcake week – Bake cakes for work or school or have a cupcake decorating competition
- Dress to impress – Have a 'dress up' day at work
- Reality TV sweepstake – hold a sweepstake for your favourite TV show



Mo	Tu	We	Th	Fr	Sa	Su
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24	25	26	27	28	29	30
31						

- Celebrate at work by dressing up and playing trick or treat with different departments. To avoid a trick, they must treat Blue Cross to a donation
- Sponsored walk/dog walk either on your own or in a group

CALENDAR



MARCH

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Easter – Arrange an Easter egg hunt with an entry fee
- Spring clean! Do a car boot/bring and buy sale. Organise a fashion show and clothing swap for those unwanted glad rags
- Sponsored head shave



APRIL

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- National skipping day – Hold a skip-a-thon
- William Shakespeare Day – Put on a play
- National pet month – Dress up as your pet!
- Charity waxing – Get those hairy bits silky smooth
- How many sweets in the jar?



JULY

Mo	Tu	We	Th	Fr	Sa	Su
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Organise a Wimbledon party. Get your friends to chip in to watch the tennis and enjoy Pimms with strawberries and cream – Why not have a sweepstake on who will win?
- Cool off with a water balloon fight



AUGUST

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- Summer bank holiday - Fun dog show
- Host a G & T party
- Hold a charity sporting event like a roller derby, charity football match or tennis tournament
- Dye your hair blue



NOVEMBER

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- Make a Guy Fawkes for the bonfire and ask people for their pennies and pounds
- Winter welly wanging competition
- Get on those dancing shoes and organise a dance-a-thon in your local town/village hall



DECEMBER

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- Run a sweepstake on it being a white Christmas
- Mince pie and mulled wine evening
- Make dog treats, cat toys, cards, decorations or presents and sell them to friends, family and colleagues

**LET'S GET
FUNDRAISING!**





GO DIGITAL! MAXIMISE YOUR FUNDRAISING ONLINE

SOCIAL MEDIA

It's never been easier to connect with family, friends and colleagues to call on their #suppawt

By using social media sites such as Facebook and Twitter you are now able to reach a large audience with the touch of a button.

Top Tips

- ♥ Tell people what you are doing and why you are doing it - keep them updated on your progress.
 - ♥ Use photos and videos as well as words to tell your Blue Cross fundraising story.
 - ♥ When you have completed your fundraising, social media is a great way to say THANK YOU to all those that have supported you.
-  Facebook is a fantastic tool to help promote your cause and fundraising activities. You can post updates, photos, videos and links to your online donation page.
-  With regular 'tweets' on Twitter you can promote your fundraising and keep your followers updated on your progress.

We would love to hear from you too! Let us know your twitter handle and tag us into your 'tweets' by using **@BlueCrossEvents** and **@The_Blue_Cross**

Connect with us now to stay up to date with all our news and information via our online platforms.



www.facebook.com/thebluecrossUK



www.twitter.com/The_Blue_Cross
www.twitter.com/BlueCrossEvents



www.instagram.com/the_blue_cross/
www.instagram.com/bluecrossevents/



www.youtube.com/user/TheBlueCrossUK



Website: www.bluecross.org.uk

ONLINE GIVING

An online fundraising page is a simple and effective way to collect your donations.

Setting up is straightforward and you can share your page with family, friends and colleagues through social media and email with ease.

We highly recommend online giving as it's a quick and secure way your supporters can donate and gift aid their donations – no more chasing up cash sponsorships!

Payments are made directly to Blue Cross meaning less hassle for you the fundraiser in collecting and sending in donations.

Online giving is also a great way to keep track of your progress in hitting that fundraising target! Our preferred online giving platforms are:



www.Justgiving.com



www.virginmoneygiving.com

Top Tips

- ♥ Make your page as personable as possible – tell people your story, what you are doing, the reasons why you are doing it through words and photos.
- ♥ Send a link to your page to everyone you know via your email contacts, social media and text everyone your page address in your phone list.
- ♥ Try to get your first donation to be big to set the benchmark for following donations.
- ♥ Ask people to sponsor you on pay day when people feel happy and most generous.
- ♥ Update people on your progress.
- ♥ Always remember to say a huge THANK YOU to those that have supported you.

TEXT GIVING

Just Giving also allows you to set up your own personal 'text to donate' code. This a really useful tool when talking to people to get them to sponsor you there and then - they don't have the option to say "I'll do it when I get home and can use the PC", this way they can just send a text while you're with them – crafty but it works!

Get that little bit extra...

GIFT AID

If your sponsors are UK tax payers, their donations could be worth an extra 25 pence for every pound they give without costing them a penny more. Make sure they tick the Gift Aid box and provide their full name and address on your sponsor form.

Matched Giving

You could double your money with matched giving. Check with your employer to see if they take part in a matched giving scheme.

If you don't ask you don't get!



FUNDRAISING GUIDELINES

Important things to remember.

As well as striving for happy and healthy pets, we want to ensure you are happy and healthy in your fundraising activities.

- If you are holding a large or public event make sure you complete a health and safety risk assessment and that you have sufficient first aid cover for the size of your event. Please check with your local authority for more information.
- You'll need a licence from your local council to do a street collection, so please contact the Blue Cross community and events team for further information.
- If you plan to sell alcohol or have live entertainment at your event, please make sure your venue has the correct licenses to do this. If not, you will most likely need a license and/or a temporary event notice. Please contact your local authority if this is the case.
- Are you planning to serve or sell food at your event? Get the latest food hygiene regulations at www.food.gov.uk
- Publicity will be the key to your success. Please contact us to request our 'in support of' logo with charity number (a requirement by law). Think about where would be the best place to advertise your event to maximise participation.
- Raffles & lotteries are a great way to boost your fundraising but please make sure you check out the latest regulations with the Gambling Commission. Visit www.gamblingcommission.gov.uk
- Your event will be in support of Blue Cross, which means it's your responsibility to make it safe and legal. Blue Cross cannot accept any liability.
- If animals are taking part in your event, please ensure they are healthy and physically fit, of sound temperament, well behaved, sociable, and calm around people and livestock. You are responsible for keeping your animal under control at all times and for cleaning up after your animal and disposing of any waste.
- Finally, have you told us what you're going to do? By letting us know, we can help you with PR, support materials and direct fundraising advice. Please complete the registration form included.

Thank you



SENDING IN YOUR MONEY

It is really important that you bank your money as soon as you can. The sooner you send your sponsorship money or donations to us the sooner we can help more abandoned and unwanted pets at Blue Cross.

For security reasons please do not send cash in the post.

Online fundraising page

If you have raised money online with Just Giving or Virgin Money Giving, the good news is you do not have to do anything more. These sites will automatically pay the money to Blue Cross.

By post

Write a cheque/postal order made payable to Blue Cross along with a cover note stating your name address and fundraising activity. Send it to:
Community and Events, Blue Cross, Shilton Road, Burford, Oxon, OX18 4PF

By paying in slip

If you have been issued with a paying in slip, please complete and take it along with your money to your local NatWest bank branch to pay directly into the Blue Cross bank account.

By phone, call us on

0300 777 1974, to pay by your credit or debit card.

To pay by bank transfer

Please call the team on **0300 777 1974** for more information.

Sponsorship forms

Don't forget to send in your sponsorship forms so we claim the Gift Aid and make even more money for the pets in our care.

THANK YOU

for supporting Blue Cross and helping us continue to help the abandoned and unwanted, ill and injured pets here at Blue Cross





Contact us

Need more information?
We're here to help you every step of the way.

Call us on **0300 777 1974**

Email us at **events@bluecross.org.uk**

Visit our website at
www.bluecross.org.uk/fundraising-and-events

Write to us at:
**Community and Events,
Blue Cross,
Shilton Road,
Burford,
Oxon,
OX18 4PF**



FundRaising
Standards Board
give with confidence