



Pets change lives
We change theirs



Fundraising for one week
in the workplace to raise
money for pets in need.

5 DAYS
FOR PETS



Help us
raise money
for pets in
need like
Thomas...

THOMAS'S STORY

A poorly stray kitten needed our help after being found in a garden struggling to keep up with his mother and sibling.

Suffering with a severe stomach infection, he was underweight, dehydrated and terribly weak. Our Veterinary Team weren't sure if he would pull through, despite round-the-clock care. He remained very sick for a few weeks, but slowly gained strength thanks to the team at our Victoria animal hospital in London.

Our wonderful foster carer then helped Thomas recover in comfort and got him back on his paws. He soon found a loving home and he's part of the family.

Fundraising for just one working week

Our challenge to you and your colleagues is to raise as much money as possible to help pets in need in just one working week.

In this pack, you will find lots of useful tips, advice and ideas to help make your fundraising both successful and fun. Whichever week you choose, we'll do whatever we can to inspire your teams with ideas for raising much needed funds.

Visit our website for more ideas and ways to help.

Visit: bluecross.org.uk/fivedaysforpets

Email: corporatefundraising@bluecross.org.uk

We are so grateful for your enthusiasm and effort. Thank you for supporting Blue Cross and helping pets in need.

Why fundraise for Blue Cross?

Every month, thousands of cats, dogs, horses and small pets turn to Blue Cross for help.

We care for them when they're sick or injured, and find them loving new homes if they've been given up or abandoned. But we know it's not enough – there are many more pets out there who still desperately need our support.

We provide expert advice on behaviour, education for both current and future owners, and bereavement support for those struggling with the loss of a much loved pet.

We don't receive any money from the government, so we couldn't do our valuable work without generous donations from the public and from businesses like yours.

Host your own tea pawty!

A simple tea party in the office is a fun way to raise money that everyone can do. It's a perfect excuse to show off your baking skills and get together with colleagues for a catch up over a cup of tea and a slice of cake – or even to meet people from another department you've never spoken to.

Why should your workplace take part?

Finding a fun way to give back to charity can be great for teamwork. It brings people together to compete against one another and to work with colleagues and friends to complete challenges.

Fundraising can also be the boost some people need to make a change they've been putting off for some time. Thinking of stopping smoking, walking to work, or taking up a new hobby? Getting others to sponsor you for a week could be the motivation you need to get started.

If doing that helps in any way to build confidence amongst your teams, to give people something new to talk about, and to raise awareness of your company's approach to its corporate social responsibility, then we feel we've given a little back as well.



Your guide to fundraising



We want your event to be as enjoyable and successful as possible. Here are some hints and tips to help get you started.

Time

Give yourself plenty of time to plan your event.

People in your organisation might be working to different timetables, so plan your events on alternate days and times to ensure everyone gets to join in. Take into consideration natural busy periods and popular times for annual leave.

Budget

Set yourself a target and budget.

Setting yourself a budget and sticking to it is an important part of any event, especially when it involves different teams and several events over the week. Keep a visual running total of the amount raised where people can see it, so they feel involved and motivated to keep adding more.

Other businesses

Would other companies like to join in?

A neighbouring business might like to get involved but hasn't heard of our campaign, or they may not have the time to organise anything themselves. You could challenge them to a competition, maybe a bake off or quiz. Perhaps they could donate something to help your fundraising – prizes, food, or the use of their sports field. It might mean your

colleagues get to meet people they wouldn't have otherwise met.

Matched giving

Some companies will match what you've raised.

With 'matched giving' you could double your total, it's tax-efficient and can raise awareness of your company's corporate social responsibility. Speak to your employer to see if they offer matched giving.

Let everyone know!

Once you've decided what you want to do, you can spread the word to colleagues, family and friends.

Social media is a great way to share what you're doing and how much you've raised, post pictures and keep asking for help. You can also use the posters included in this pack and put them in common areas like the kitchen to keep up the momentum.

Publicity

You can get good publicity in the local media.

Local papers, radio and TV stations are always looking for good news stories.

Online donations

Send colleagues a link to a donation page.

Online donation pages are easy to set up on websites like JustGiving, My Donate or Virgin Money Giving, and make collecting money and claiming Gift Aid much easier to manage. Share the link to your page with friends and colleagues so they can see how much you've raised.

A team mud run!

There are mud run and obstacle courses all over the country, so there's bound to be one somewhere near you. Whether it's a 10k course with men pitched against women or a fun scramble dressed as Santa, this is a great fun way to raise money while seeing your colleagues in a new light!





BUTTON'S STORY

Button was just four weeks old when she was sadly orphaned. But luckily for Button, the Blue Cross team was there to step in and become her surrogate parents.

The youngster needed to be fed every few hours, so we stayed up around-the-clock to hand-rear her. And to help when she was missing her mum, we gave her a cuddly toy and heat pads to snuggle up to.

Once Button was old enough, we slowly introduced her to another unwanted chinchilla called Baby Girl because chinchillas like company of their own kind. These two turned out to be the best of friends so we found them a loving new home together.

An A-Z of fundraising ideas for your team

There's a whole alphabet of ideas we can help with, from abseiling and auctions to Zumba nights and zip wire challenges.

It's probably not convenient if the whole department takes a month out to climb Everest! But there are other ways that anyone, whatever level of fitness or however pushed for time, can get involved in your fundraising event.

Whether you decide to choose one event for the whole week, or a different challenge every day – have fun while raising funds for pets in need.

- A Auction** – whether that's buying things, or favours
- B Bike ride** – or static bike challenge, whatever the season and weather!
- C Comedy night** – a chance to socialise with staff and raise money for pets
- D Dress-up or dress-down day** – or maybe a themed dress-up day
- E Eating competition** – from cream crackers to fudge brownies!
- F Five-a-side football** – against colleagues or another company
- G Give something up** – chocolate, wine, swearing or smoking
- H Hair-raising event** - from a wacky hairstyle to the whole head shave!
- I It's a Knockout games night** – against colleagues or a rival company
- J Jumble sale** – or a car boot sale in the car park
- K Karaoke night** – a chance to socialise and show off your vocal skills!
- L Litter picking** – tidy up the car park with a prize for the most litter collected
- M Marathon** – training and running with colleagues is great for team building
- N Netball tournament** – against colleagues or a rival company



- O Office sweepstake** – sweets in a jar or raffle
- P Pub games** – darts, skittles, cards or a snooker competition
- Q Quiz night** – Blue Cross can help with some animal-focused questions. See the enclosed Quiz Question and Answer sheets to help get you started
- R Run a mile in someone else's shoes** – against colleagues, it's great fun!
- S Step-a-thon** – can you hit 10,000 steps a day for a week?
- T Tea party** – see our website for cake recipes and extra resources
- U University Challenge** – against colleagues or a rival company
- V Valet cars in the staff car park** – or neighbouring companies' cars
- W Who's that baby?** – ask colleagues to bring in photos of themselves as babies, everyone else can guess which baby is which colleague
- X X-Factor talent show** – a chance to socialise and show off your talents
- Y Yodelling contest** – have a giggle and award a prize for the best yodel!
- Z Zumbathon** – who can dance the longest? Or wiggle the best?



“The whole team were really excited to be raising money for Blue Cross and came up with plenty of ideas for the whole week, including dress down in blue day, a lunchtime quiz and a raffle.

Throughout the week we shared animal photos, useful information for pet owners and interesting facts about the work of Blue Cross. Some of the facts were answers to quiz questions on the final day, so it encouraged everyone to get involved from the start.

Many of us are pet owners and we know the difference pets can make to people, so we were really pleased to be helping Blue Cross and to be able to give something back to pets.

”
Philip Collins, Senior Associate,
 Penningtons Manches LLP



How your money helps

At Blue Cross we don't receive any government funding, so every penny raised by you and your colleagues is vital to help the sick, injured, abandoned and homeless pets under our care.

£650 covers our average cost to rehome a dog – this is even higher for long stayers who may need additional care and support

£1,000 could go towards the cost of rehoming a pair of cats or kittens

£3,500 could help towards the cost of rehoming a horse, including veterinary care and time from our specialist teams to help rehabilitate nervous horses

£6,250 covers the cost of leasing an animal ambulance for a year, so that we can safely transport unwell pets

CRUMBLE'S STORY

Crumble is now a healthy pup, but he's lucky to have survived at all. His heavily-pregnant mum needed an emergency C-section within hours of being brought into Blue Cross. Without this urgent intervention, both Crumble and mum Cookie would have died.

As an only pup with no siblings to learn alongside, Crumble needed special support to help him develop social skills. We were there for him and Cookie, and when the time was right we found them a wonderful new home.



Giving back to pets in need since 1897



It was a group of animal lovers concerned about working horses on the streets of London who founded our charity 120 years ago. Known then as Our Dumb Friends League, we opened the world's first animal hospital in 1906.

In 1912 the League cared for horses during the Balkan War, launching the Blue Cross Fund, and went on to help thousands of animals injured during the two World Wars. In 1958 we became The Blue Cross, and now we're simply Blue Cross; the modern charity you see today giving pets of all sorts a happy and healthy future.

Into the future

Each year, thousands of cats, dogs, small pets and horses turn to our animal hospitals, clinics and rehoming services for treatment and to find them the happy homes they deserve.

Across the UK we have

- four animal hospitals
- five pet care clinics – and growing
- 12 rehoming centres
- over 20 national rehoming network sites
- over 50 charity shops

The help we give to pets is only possible because of people like you and your colleagues supporting our work. Everyone at Blue Cross, including all the animals we help, are everlastingly grateful for your continued support.

Other ways to contribute



As well as fundraising there are many other ways you and your workplace can contribute to help pets in need.

Your Charity of the Year?

Make Blue Cross your Charity of the Year and fundraise for us all year round.

Fundraising in the workplace is great for team-building and motivation, as well as helping meet your corporate social responsibility targets. Many of our corporate partners are seeing the advantages of working with a charity partner over many years, delivering mutually beneficial results with a lasting legacy.

You can include your activities in reports and newsletters, benefit from local and national PR including TV, radio and social media channels.

Corporate partnerships

Our Corporate Partnerships Team manages relationships with our key strategic partners.

The team focus on developing long-term partnerships that deliver income, in-kind support and brand outreach opportunities for Blue Cross while ensuring we fully understand and satisfy the needs of our corporate partners.

Pennies round down scheme

Put your pennies to good work and give much needed care and support to pets in need.

A pennies round down scheme is simple to set up and administer. Your salary is rounded down to the nearest pound, so if your net pay is £1,266.25 then 25p will go to Blue Cross.

The most you can give is 99p every time you're paid. By selecting Gift Aid with your donation, your pennies will go even further with 25 per cent added at no cost to you.

Corporate volunteering days

Our corporate volunteering days offer a cost-effective way of doing some team-building while at the same time giving something back.

There are lots of activities on offer from assembling homes for our rabbits to caring for our grounds – you'll end up dog-tired, but you'll have achieved something more practical than the usual drumming workshops or office Olympics.



Step-a-thon!

Running a step-a-thon campaign together with others all over the country is another fun way to raise funds and keep fit. Whether you want to keep running totals of walking, climbing, running, skipping, space hopping, dancing, taking the stairs rather than the lift or even playing golf!

KESTREL'S STORY

Kestrel is just one of a large group of ponies who were traumatised when we met them. Sadly, Kestrel and her companions had suffered cruelty which made them extremely wary of people.

Slowly, our team gained Kestrel's trust and helped her grow in confidence. We found her a wonderful home with a kind and patient owner. Thanks to Blue Cross, this beautiful girl will never know unhappiness again.



5 DAYS⁺ FOR PETS

We're here to help

If you'd like further advice from us about how you can raise funds to give pets in need the chance of happier and healthier futures, please get in touch.

Whichever week you choose, whatever activities you decide on, we'd love to hear how you get on.

✉ Email us at corporatefundraising@bluecross.org.uk

🌐 Visit our website at bluecross.org.uk/fivedaysforpets

☎ Call **0300 777 1897** and ask for the Corporate Partnerships Team

Write to us at

Corporate Fundraising – Five days for pets, Blue Cross
Shilton Road, Burford, Oxfordshire OX18 4PF

📘 Facebook.com/thebluecrossuk

🐦 twitter.com/The_Blue_Cross

📷 instagram.com/the_blue_cross



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