A GUIDE TO

creating, streaming & playing for pets

BLUE CROSS

Pets change lives
We change theirs



Your fundraising journey starts here

Inside this guide you'll find tips, tricks and inspiration to help kickstart your fundraising.









Thank you for wanting to help make a difference and taking the first steps towards changing the lives of pets in our care. You are amazing.

For nearly 130 years, we've been helping sick, injured, and homeless pets. From the streets of London to the frontlines of World War One, we've never closed our doors to vulnerable pets.

Today, there are millions of families with a pet in their life – thousands who currently need our help, and thousands who will need us in the future. That's why we're here to offer lifelong, ongoing care and support for pets and the people who love them. But there are so many who still need our help.

With you by our side, we can provide nationwide support for the most vulnerable. And we'll continue to campaign on issues that affect thousands of pets' lives, and cause stress and worry for their families.

Only by doing this will pets and people have happy lives together.

READY TO FIND OUT MORE? LET'S GO!

We made a big difference in 2025

8,138
pets helped by our rehoming services

29,338
calls and emails answered, and webchat conversations has by our pet loss team

123,088
people reached through our education services

123,520
pets fed for a day through our pet food banks

3,302
pets helped by our veterinary services

£2 could help towards keeping a cat safe and warm at one of our centres for a day

£7 could pay for a microchip for a dog, helping to reunite them with loved ones if they ever go missing

£37 could feed a cat for the average stay in a rehoming centre

£15 could help protect a rabbit from fleas and worms

£52 could help us vaccinate a horse against life threatening diseases

£100 could pay for essential vet checks for a litter of two puppies

£420 could help to cover all the costs finding a new home for a rabbit

£250 could help towards training a person for our Pet Loss Support Service

£644 could provide a week of expert care for pets in need

£1,000 could help cover the cost of our Pet Loss Support phone line for two weeks

Pawsome success stories

From rags to riches

Living off scraps in a busy pub car park, surrounded broken glass, building work and even rat poison, Daisy and her three kittens were in dire need of help. When our fundraising team were told about the strays by hotel staff while attending Insomnia Gaming Festival at the NEC, they knew they had to act especially as they found out one kitten had already been fatally hit by a car due to the perilous conditions.

With local rehoming sites all struggling for space, the team pulled out all the stops, tracking down traps and carriers at a local RSPCA centre and then patiently in the midst of a heat wave until they could get the family to safety.

Initially catching Daisy and Tom, then later Oscar and Mary, the team drove hundreds of miles between the West Midlands and our rehoming centre in Burford to reunite the family and get them the vet care they needed.

While the kittens who had probably never seen humans before, needed time in foster care to build their confidence, the affectionate Daisy was soon rehomed to the most unexpected of places, the spectacular gardens surrounding the luxurious Blenheim Palace Lodge Retreat!

Lilly gets her zoomies

The puppy arrived at our Burford rehoming centre when her breeder realised she was blind, and asked Blue Cross to find her the special home she needed. Not only was Lilly unable to see, but she was also tiny for her age – weighing 2kg at a tender five weeks old – as well as being very lethargic and withdrawn, resulting in an urgent vet admission.

After a two-day course of intravenous fluids, she was bouncing back – but vets confirmed she had no vision or hope of gaining any in either eye. Understandably, Lilly was overwhelmed and had an uncertain future ahead.

After learning to live with accommodations in her foster home, Lilly was adopted by a couple in the New Forest where she continues to exceed all expectations for her life. At home, she no longer needs help to navigate – and can even sniff out her favourite octopus toy from room to room.

She explores the garden with ease, knowing her best friend – five-year-old dachshund Barry – is never far from her side. He has been instrumental in building her ever-growing confidence.



Watch Daisy's story here



Watch Lilly's story here

Choose your adventure

There are so many ways you can fundraise to help pets in need just like Daisy and Lilly, here are just a few ideas to help you start you on your adventure towards becoming a pet hero.

Get your game on

- Set up a poll where viewers can donate to vote on your next game
- Set your ACNH nicknames after donors host a games night or tournament with friends, asking for a small donation to take part
- Let donors mess with your Sonic speedrun by donating to change the clocktime!

Craft for the cause

- Set up speed-commissioned art as a reward on your tiltify, draw your donors' pets!
- Try a new craft under time constraints, every donation gives you longer time
- Organise virtual workshops where people can donate to take part and learn new skills
- Create custom pet-themed arts & crafts

Caring with content creation

- Create a storytelling or roleplaying series with pet related themes, let donors influence the plot
- Launch a photo or video challenge, encouraging people to send their entries with a small donation
- Add a call to donate in your regular videos, streams, or podcasts for a month, if the goal is hit create a bonus episode or stream!
- Create a challenge run video themed to pets, eg. how many virtual dogs can you pet in 5 hours?





TOP TIP!

You don't need to stream to make a difference, why not set yourself a challenge for October and create a Tiltify page, run a spooky board game night with IRL friends, complete an online step challenge, the possibilities are endless!

Fundraising mode enabled

Feeling inspired and ready to go? Take the next step on your quest to becoming a pet hero and supercharge your fundraising thanks to Tiltify!

Want to make the most out of your Tiltify fundraising campaign?

Watch our tutorial video for a step-by-step walkthrough from our team who will explain all the settings and features for you in less than five minutes!

Follow along with these steps opposite and you'll be ready to go in no time.



1. **Visit Tiltify**
   https://tiltify.com/blue-cross
2. **Click start fundraising**
3. **Log in** using your social media account or create an account with Tiltify
4. **Follow the set-up steps** to create your campaign by naming it, setting a goal and linking your livestream if you want to
5. **Publish your campaign** and you're ready to start collecting donations to help pets

TOP TIP!

Once you've set up and published your fundraiser, why not make a small donation to your own page? It shows everyone you mean business and that everything is up and running so they are more likely to donate.

Fundraising 101

Whether this is your first fundraising event, or if you're a pro who's done it all before, these tips can help build the foundation for a successful campaign!

Make it yours

Taking a bit of extra time during your set up can really unleash your pet-ential. Add a story, some details about why you've chosen to fundraise for Blue Cross and even a profile picture so when someone visits your page, they know it's yours!

Shout about it

From the rooftops if you like! Tweet about it, post in Discord servers, and don't be scared to message friends and family too. A personal message asking for their support, sharing the link to your campaign and explaining how much it would mean to you can make a big difference.

Say thanks

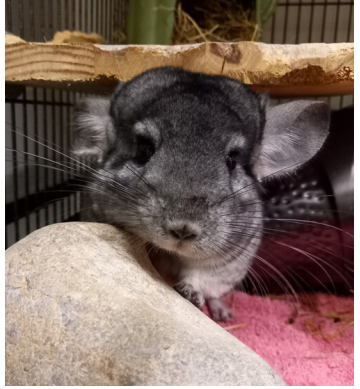
Whether it's a shout out on stream, a quick text or even a social media post to say thank you, it's so important to let everyone know that their donation is appreciated and will help to change lives. You can use some of the stats in this guide to even tell them how it might help!

Double-up

It might not be the first thing to cross your mind, but checking with your employer to see if they offer a matched fundraising scheme can be an incredible boost to your campaign. If they have one in place, they might be able to donate £1 for every £1 you've raised which means you'll be helping twice as many pets! Get in touch with us on paws2play@ bluecross.org.uk if you'd like a helping hand with applying for a scheme like this.

Fundraisers assemble

Create the ultimate team of fundraisers, just by inviting your friends to join you. You can all work together towards a shared goal or compete to see who can raise the most. Having the support of others can really help to take things to another level so give it a go!







TOP TIP!

Once you have your fundraiser set up, you can turn on Cause Rewards on Tiltify to show your donors some of these examples of how they are helping the pets!



Challenge accepted!

Once your page is set up, it's time for the fun part: setting incentives and using Tiltify's extra features to encourage donations:

We've seen some incredible ideas from our community during previous challenges, here are just a few to get your creative juices flowing! The more fun and interesting your incentives are, the more likely your event will stand out.

Make it rewarding for anyone who donates! Use this guide to set up your own rewards, it could be as simple as drawing a picture of someone's pet, sending them some limited edition stickers or pin badges, or even just turning a pet cam on for a set amount of time! The only limit is your creativity.

Set a milestone or stretch goal using this guide and then if you hit that goal, you can do something extra special to celebrate. It can be anything from having to go out in fancy dress, to an impromptu dance party or playing a scary game. Think about what those you're asking to donate might like to see you do.

Set up a poll and ask donors to help settle a debate for you using this guide. From which pokemon starter is best (Piplup was my fave), to choosing what cosplay you should make, or which game to play. Set up a few options and see what your community thinks.

Going once, twice, sold! Tiltify has a built in auction house feature which you can use to give donors the chance to bid on unique items to help your fundraising. It could be handmade art, a crafted item, or even ask a local business if they could donate an item!

Mix things up and spin a wheel after each donation to decide your fate from a number of different forfeits you and your community chose in advance. Some can be treats, some might be silly like putting on an item of fancy dress while some might be as bold as waxing your legs.

The important bits

While less fun, there are a few important things to consider from our legal and behaviour team before you or your pet take to stream!

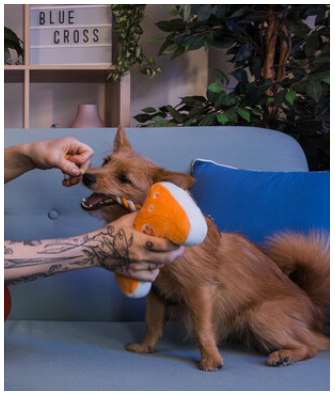
The logo is available in our Gaming & Streaming toolkit. It should never be distorted or recreated, this is inclusive of the use of generative AI software. Please use the 'In support of' logo as provided by the toolkit as this is a registered trademark!

In support of BLUE CROSS
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When bringing pets on stream please be mindful of disturbing them when already sleeping off camera, or dressing them in a costume that restricts movement. You already do, but please consider their comfort while you're live. You could always set up your own 'pet cam' with a secondary camera to show chat your pet in an environment they're already in!
It also makes for a great loading screen.







Top Tip

If you're streaming on Twitch, make sure to tag your stream with "charity" and "Blue Cross", that way other streamers taking part in the event can find you more easily if they want to come and support! You can also find other fundraisers to raid by checking out the event page on Tiltify and seeing who is live when you are!

Going live!

Livestreaming is a fantastic way to help add some extra interactivity to your fundraising campaign, whether you're a streamer just starting out, or someone who has already built a community. We've gathered some great resources to help you with your event once you go live.

Let the crowd take control

If you're playing on PC, you can use the incredible Crowd Control plugin and Tiltify will help your donors affect your game directly. Will they use this power for good or evil? There's only one way to find out... set it up by following this guide.

Overlays and alerts

Quickly and easily set up a custom overlay which displays your fundraising total, latest donors, milestones, and more live on your stream. Set up the widgets you want to use and copy the URL as a browser source into your preferred stream software and you're good to go! Take a look at the quick Tiltify tutorial here. You can even add gifs and sounds for custom alerts each time you receive a donation!

If you want more customisation options then you can look into the integrations with Streamlabs. We even have Blue Cross branded overlays, starting soon screens and more available for download in our toolkit.

Commands and bots

Make sure that people watching your stream can call up a link to donate to your fundraiser quickly and easily using a bot and command in chat. That way they can donate without even leaving stream! You can even put things on a timer so they repeat regularly and any new viewers that join your stream won't miss this important info! To help, you'll find a list of suggested commands in our toolkit ready to add to your chatbot!

Going Live For Pets Checklist

- Set up overlays for the event
- Set up !donate command for chat
- Tag your stream with 'charity' and 'Blue Cross' so it's easy to find
- Mention @BX_StreamTeam so we can see your plans
- Build the hype, plan your incentives & rewards ahead of time and share them with your community
- Remember to tell your IRL friends too!

Play it safe advice

While we all want to make sure that pets have better lives and welfare, we want to make sure you don't forget how important your health and safety is too. Whether you're creating, streaming, or playing for pets, make sure to keep these tips in mind during your fundraiser.

Look after yourself

If you're streaming or playing a marathon-style fundraiser it's extra important to look after your health. Plan regular breaks away from the screen, stay hydrated (coffee doesn't count!), remember to grab a bite to eat on your breaks too. We even recommend you set your timer to run over a number of days, sub-a-thon style. This way you can stream for a few hours, stop the timer, and start again the next day refreshed and ready to go! Remember, no matter what point you're at with your fundraiser, if you feel unwell at any point, please stop and put yourself first! You may even find @The_Blue_ Cross in chat bullying you into self care!.

Keep it personal

Keep personal details safe and don't share them with anybody. Donations made through Tiltify are safe and secure so all you ever need to do is share the link to your fundraising page, not your emails and never your bank details. If anyone wants to donate cash, let us know and we can arrange to send them an official paying in slip.

No trolls

Unfortunately, simply existing online runs the risk of encountering trolls, either while you're promoting your event on socials, or in chat or comment sections of any content you create. If you come across anyone who is bullying, threatening, or intimidating others, then block and report them. If you can, set up a trusted friend to moderate chat or comments on your channels and make use of any automod tools available on your chosen platform. You should also take care not to be pressured into offering any incentives for donations you're not comfortable with. For example, if you wouldn't shave your head for hitting a target, it's okay to say no! If it feels like things are getting too much, or if you feel unsafe or unhappy for any reason, stop your challenge, report things and let us know if we can help.

With great power comes great responsibility

You're already a pet hero, but please remember you're responsible for the content you create. That means not doing anything that might put yourself or others in danger and following all the rules of any gaming or streaming platforms you're using. This includes things like copyright and ensuring your content is marked as mature to help protect younger supporters. Remember, while fundraising you're representing Blue Cross, so if it's something you wouldn't do or say in person with our team there, we'd advise against doing it online!

We're here for pets

Hopefully you are too if you're supporting Blue Cross! That means it's important to take care of your own pets and their welfare on stream. This includes not putting them into stressful situations such as dressing them up or picking them up to force them on camera if they don't want to be.

Fundraising examples

Fundraising can be tough, especially as we're all faced with the cost of living crisis. That's why we thought to finish this guide, we'd leave you with the amazing stories and advice from some of the wonderful people who have supported us with gaming, streaming and creative fundraisers in the past.

DaddyWisdom

DaddyWisdom has fundraised for Blue Cross multiple times, raising a whopping £3,429 in just 3 years. He's gone above and beyond making his own custom merch to give out as rewards for his community!



"There is a real sense of togetherness and mutual support within the Blue Cross UK streaming community. Their fundraising Discord channel comes alive during events and you have a safe space to share ideas, arrange collaborations, and pick raid targets!"

DaddyWisdom

Huds601

Huds has raised £30,281.89 since October 2022 with the help of his hugely generous community, Club601, and charity merch store. He's mainly a Sonic speedrunner who also dabbles in 'bad ideas'!



""Blue Cross have been an incredible charity partner from day one. You can see exactly how the money raised helps pets in need and the vital role it plays in their rehabilitation and rehoming. The team is really engaged and supportive, helping you every step of the way during your event!"

Huds601

He has two cats, Ted and Alfie, who often upstage him on their own Twitch channel! We love the Loaf Cam.

Thank You

Just by thinking about fundraising for us you've taken the first step towards doing something incredible for pets. We couldn't do it without you.

Blue Cross is a charity registered in England and Wales (224392) and in Scotland (SC040154).

Registered with FUNDRAISING REGULATOR

Make sure to shout about your fundraiser on social media using the resources in our toolkit and tagging us into any posts so we can see your fantastic ideas being put into action.

@BX_StreamTeam

twitch.tv/the_blue_cross

@bxstreamteam.bsky.social

discord.gg/Z8yjJxV

and remember you can always email us at
Paws2Play@BlueCross.org.uk
if you need any other help and advice.

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