

Mini Fundraising Pack



First things first

Thank you:

On behalf of the animals, volunteers and staff at Oak Tree Farm, thank you. We are enormously grateful to you for going to the great effort of raising money for our Charity.



**Leave
your print...**



**...how your
fundraising helps**

Before you get stuck into your fundraising we would like to take this opportunity to remind you why your support is so valuable to us. Simply put, without people like you, the animals at Oak Tree Farm wouldn't be given the second chance they so deserve.

Without you and the people supporting you, we wouldn't be able to continue developing and strengthening our services for both animals and pet owners in our community.



It might help when asking your supporters for sponsorship to have some quick facts ready, and you may be interested too:

Did you know....

We are Cumbria's largest independent animal charity, and as such, we have our work cut out!

We are on course to help over 5,000 animals each year. This will be achieved through homing of cats, dogs and equines; community work and welfare education in our local community...not to mention YOUR help!

We rely entirely on donations as we don't receive any statutory or lottery funding (in other words, without people like you, we wouldn't exist).

We need to raise approximately £1.2 million a year to be able to carry on helping the animals.



We were founded in 1909 as The National Equine Defence League and have been influential in animal welfare legislation throughout the 20th Century; campaigning for Pit Pony welfare, anti-bearing reins, the routine use of anaesthetics in veterinary operations and the abolition of the gin trap, (check out our website at www.oaktreeanimals.org.uk if you want to know more!).

The Charity is entering a new era now, and whilst our vision, mission and values have adapted to reflect the needs of society, we remain incredibly proud of our heritage.

People may ask what we could do with their donation to your fundraising pot... you can tell them that:

£5

Could give our horses some enrichment.

£10

Could provide a vaccination for a cat.

£15

Could buy a training harness for a dog.

£25

Could go towards fuel for a vehicle delivering pet food to foodbanks.

Please remind people that whatever they donate we are hugely grateful.

Getting Started:

By planning your activity carefully you can make a **good** fundraising event a **fabulous** fundraiser!

Don't forget the **5 P's!** ...

Pick (an idea);

Plan how you're going make it happen;

Promote your event;

Pay in all the money you've raised; and

Praise (yourself and your supporters!)



Setting up an online giving page: 4.

One of the increasingly popular ways of raising sponsorship is through online giving. This is very easy to set up, but if you find yourself struggling for whatever reason just give our fundraising team a call and we'll be happy to help you.



Tip: Set yourself a realistic target - it's a great feeling watching the thermometer rise as people donate.

Tip: Because setting up an online page feels like an achievement in itself, the temptation can be to set up your page with a minimum description (many people opt for the pre-formulated wording) - the thing is, that won't have as big an impact as something original and personal to you!

Tip: Your description doesn't need to be long - but why not make it count? You're doing something fabulous after all. Tell people **WHY** you're doing it - your enthusiasm will rub off and people will hopefully give more!

Tip: Keep checking in on your page and make sure it's fresh - update people, thank them, add more photos and comments. Keep your supporters engaged!

That said, don't overwhelm people with your "ask". It's a tricky balance but you can do it! Why not ask a couple of your supporters how your campaign is coming across - they may have some great ideas.

Tip: Link your online giving page to your Facebook/Twitter/Instagram or any other online platform you regularly use.

Tip: Don't panic!! You **CAN** do it. It's amazing how the ££s can add up and suddenly you find yourself nearing your target - what a wonderful feeling!



Tip: Don't forget **WHY** you're doing this!

A note on your sponsorship forms:

The most important thing is to ask every single person sponsoring you this way if they are eligible for Gift Aid.

If they are, make sure they tick that box!

It's vital too that they complete their details 'carefully' and in full (using a home address, not work) otherwise we won't be able to claim the Gift Aid back which, by the way, adds a whopping 25% to the donation without costing you or them anything!

In other words, a £10 donation will actually make £12.50 if Gift Aided!

giftaid it

Tip: Don't be shy of asking people to sponsor you - people love to help!

Tip: If someone has initially turned you down face-to-face, mention your online page and encourage them to take a look - they may change their mind! (another reason to make your page engaging).



Other ways to boost your sponsorship: ^{6.}

A Mini Event: Why not arrange your own event like an afternoon tea or car boot sale? See our A-Z overleaf for some further mini event ideas.

Match Funding: Have you considered asking your employer to match fund whatever you make?

It may help them fulfil their corporate **social responsibility** commitments, which makes it a win-win situation!

While you're at it, you could suggest **payroll giving** to them and nominate us as their Charity!

Social Media: Put your Facebook, Twitter and Instagram page to fabulous use by promoting your fundraising activities. You could even develop a blog to keep people up-to-date with your progress.



Let the world know your target; direct them to your online page and invite them to any mini events you're organising.

Use your powers of persuasion to get people giving! You may even inspire them to take part in their very own event in aid of our animals!

Adding pictures of yourself and what you're doing to prepare for your event will get people's attention even more.

Any of these 'mini' ideas can be as small or big as you want to make them.

If you're holding an event in order to boost your sponsorship target, why not ask us for a **poster template**. We can either email this to you, or send you some hard copies in the post. We can also provide you with a collection tin or bucket (please see the legal section).

Ask a local business: to donate a raffle prize or provide a resource you might need to stage an event with.

Gift Aid: Okay, so we're going on about it, but please don't forget Gift Aid - it really does make a difference!

Ask all your sponsors if they're able to Gift Aid their donation - it means 25% for the animals, at no extra cost to you or them! (just ensure they fill in all their details on your sponsorship form).

Local Press: Get in touch with the local paper and tell them what you're doing and why you're doing it.

If you want help with this, or anything else related to your efforts for us, please get in touch.

Use your contacts:

We suggest you employ as many methods as possible to raise your target amount.

Think outside the box - ask everyone you know to sponsor you. If they can't sponsor you, maybe they can help you in some other way...

Do they have a special talent?
Can they help with promotion?

A - Z of mini fundraising ideas:

Afternoon Tea/Coffee - make and bake biscuits and cakes to sell at your very own tea party!

Board Game Tournament - get a team of friends or family and see who comes out on top! Charge per player.

Car Washing. Arrange a charity car wash with your friends! Top Tip - summer!

Dinner Party - get your chef's hat on, host a dinner party and ask for a donation to attend.

Electricity Free Day! Challenge yourself to a day without your mod cons - it might be more fun than you think. Get sponsored for every hour you manage without - good for the environment too!

Family Fun Day. Get your family together and have a day of fun. You could play games like "how many sweets in the jar" or "guess the teddy's name".

Guess the weight of the cake - the winner gets to keep the cake!

Hold a clothes sale. A great way to have a clear out and raise funds at the same time!

Individual Sports Challenge - challenge yourself! Build up to a 5k or even 10k run or a daily step challenge.

Jelly Race Like an egg and spoon race but with jelly instead!

Karaoke, (need we say more!)

Litter picking - clean up your local village or town and get sponsored for doing it!

Murder Mystery Party. Host a party at your house and see who can solve the mystery!

'No' Day - say no to something you usually indulge in, like chocolate or crisps. Put the pence or pennies in your fundraising pot.

Odd job Day - offer to do odd jobs for friends and neighbours and charge for your services.

Puppet Show - make puppets from odd socks and put on a show.

Quiz Night. Host or attend a quiz night and see who is crowned the champions!

Recipe Book - ask friends or family for recipes and create an online recipe book to sell.

Sweepstake - between friends for a sporting event or even Eurovision!

Teddy Bears Picnic - head out to a local park and have a picnic with your family.

Unwanted gifts Day - swap unwanted gifts for a small fee.

Volunteer - volunteer to be an Oak Tree Fundraising Ambassador.

Welly wanging - who can throw the welly the furthest? Hold a competition to find out!

X-Factor Show - hold a talent show and charge for refreshments.

Yodelling Competition - how much fun would that be!

Zero Waste Day - challenge yourself to go fully zero waste for a day and get sponsored.

fundraising@oaktreeanimals.org.uk

Registered Charity Numbers:
1169511/SC048389

Keep your fundraising legal and safe:

There are a few things you need to remember to ensure you keep it legal!

If you...

... have a **raffle**, remember, unless you have a licence, it must be drawn on the same day as any tickets sold, otherwise it isn't legal. That's not to say you can't tell everyone you know about it beforehand though. Check out www.gamblingcommission.gov.uk for more advice on this.

If however, you **DO** have a licence, remember the tickets need printing properly by an official raffle ticket printer (you can't just use the cloakroom style ones): They all need to display our Charity number; your official raffle organisers name; and they must be numbered individually. Please check with us if you need advice.

... want to do a **collection** on private property, you need permission from the manager or landowner. You must be 16 or over to collect money (18 in London), but we strongly advise anyone under 18 is accompanied by someone over 18.



... want to do a **street collection** you need to apply for a permit from the local council responsible for the area you wish to hold it.

If a street collection is something you want to do, it is recommended you allow plenty of time to apply as places get booked up early.

On receiving a **permit** it is vital you read through all the rules and regulations as these can vary from council to council.

It is also essential you contact us prior to applying as we need to be sure all factors have been thought through, such as **security seals** on collection boxes, (which we can provide you with).

... want to serve **alcohol** at your event, check you're covered by the venue itself (you're fairly safe in restaurants and clubs, but it's always worth checking!). If you're unsure at all, check out the government guidelines. Still unsure? Give us a call.

... are holding an event in a **public place**, contact your local authority to check whether or not you need a licence or special permissions.

Other things to remember:

It's worth carrying out a **risk assessment** (this may be a given in certain situations), especially if other people are involved in your event. Identify any hazards and consider the risks.

Make sure you have **first aid cover** appropriate to the scale of your event. We can send you a risk assessment template if that helps 😊

Insurance: it is important to remember that you are responsible for obtaining the appropriate insurance for your activity and that we as a Charity are not liable for any event or activity undertaken by you.

Budget for public liability insurance (available from any insurer) if planning an activity involving the general public.

Check the **venue** you plan to use is covered by liability insurance, but also ensure it is covered for the particular activity you plan to use it for!

Thank you: you are doing something amazing!

If you have any questions, need any promotional materials such as leaflets or buckets, or if you simply want some more advice, please get in touch - we're here to help!

Email: fundraising@oaktreeanimals.org.uk or call: **01228 560082**

fundraising@oaktreeanimals.org.uk

Consent: if children are helping you, you'll need parental consent.

Also remember, **if you're taking photographs you need permissions** too. Please also ensure you've got permissions for any photos you send us (check people are okay with their image being shared on Facebook and possibly in our other literature).

Contact us for a sample form you could use.

Remember too that if you're thinking of using any of your sponsorship money to cover costs of a fundraising event, you **MUST by law**, tell anyone sponsoring you that this is your plan.



And finally....tell us how you got on!!!

We would love to hear all about your fantastic fundraising!
Please email fundraising@oaktreeanimals.org.uk, call 01228 560082 or write to us (using the address below) and tell us how you got on with few photos.

Getting your Fundraising money to us...

Donate by Post, Phone or In-person

If you would like to make donation via a cheque, please make it payable to 'Oak Tree Animals' Charity'. You can also donate over the telephone, please call us on 01228 560082. Or you can visit one of our Charity Shops or Oak Tree Farm, Wetheral Shields, Carlisle, CA4 8JA.



Donate via the Bank

To set up a regular or one-off donation via your bank whether it be in person, online, or via a mobile banking app, please use the following information. (There are no extra admin charges for using this payment method).

Oak Tree Animals' Charity, Oak Tree Farm, Wetheral Shields, Carlisle CA4 8JA
C/O The Cumberland, Cumberland House, Cooper Way, Carlisle, CA3 0JF
Account Number: 54102146 **Sort Code: 16-52-21**



Donate Online

You can set up a regular payment or make a one-off donation on our website via JustGiving (please note, JG admin charges will apply) - simply visit www.oaktreeanimals.org.uk and click the 'donate' button.

There are also lots of other ways you can donate on our website, head over to our 'Get Involved' section and find out how you can help!

Thank you for your support!



Don't forget to Gift Aid!

If you would like to Gift Aid your donation, please complete our Gift Aid form. This can be downloaded from our website, or get in touch and we can pop one in the post for you!

Thank you;

you really are doing something amazing.

Struggling with your fundraising? Call us!
That's what we're here for. Sometimes simply
talking things through can get you back on the right
track - we might even have some extra tips too 😊

Contact Us

Call: 01228 560082

Email: fundraising@oaktreeanimals.org.uk

Oak Tree Farm, Wetheral Shields, Carlisle, CA4 8JA



www.oaktreeanimals.org.uk



Registered Charity Numbers 1169511 / SC048389