



RAIN RESCUE



# YOUR FUNDRAISING PACK

Tips to help you raise funds for Rain Rescue







# WELCOME TO THE TEAM!

We're so incredibly grateful you've chosen to support Rain Rescue. With each and every way you raise money, you're helping dogs and cats in desperate need who have nobody else. We can't do it without you; every time we help them it's all down to our amazing supporters.

We believe every dog and cat deserves the right to a good life, free from fear and pain. That's why everything we do is centred on rescuing, rehabilitating, and rehoming pets in crisis.

Our pack has tips and inspiration to help you make your fundraising plan enjoyable and successful. We want to make it simple but full of laughter and smiles so your friends, family, and colleagues enjoy the experience with you.

Please visit our website for more ideas and upcoming events  
**[www.rainrescue.co.uk/fundraising](http://www.rainrescue.co.uk/fundraising)**  
or get in touch via email at  
**[fundraising@rainrescue.co.uk](mailto:fundraising@rainrescue.co.uk)**

THANK YOU FOR  
CHOOSING TO SUPPORT  
RAIN RESCUE

# WHO, WHAT AND WHERE?

## CHALLENGE YOURSELF

Setting yourself an individual challenge is a classic route to fundraising success.

**Hike.** Experience some of the world's most spectacular scenery on a UK or overseas hike. You'll return with lifelong memories, and maybe even a bunch of new friends.

**Run.** Challenge yourself with a fun run, colour run, 5k, 10k, half marathon, or a full marathon.

**Set a new personal best.** Walk 10,000 steps every day for a month, or in your spin class cycle from Sheffield to Munich.

**Clear out unwanted items.** Sell your unwanted items on eBay.

**Learn a new skill.** Learn to play an instrument, bake or take acrobatic classes! Get yourself sponsored to learn a new skill you've always promised yourself you'd master.

**Detox.** What would your friends give to see you give up that special thing you love. Alcohol? Coffee? Chocolate? Donate what you would spend on them to Rain Rescue. You could ask people to sponsor you too!

## FRIENDS & FAMILY

Do something amazing while having a great time with your nearest and dearest.

**Love a ball?** If you enjoy a big party why don't you hold a ball? It's a great way to get lots of donations, and bring your friends, family and local community together. Charge for tickets, have an auction or raffle, get some lovely food, and dance the night away!

**Film night.** Roll out the red carpet and invite your friends over for a movie marathon. Have a donation box handy for the snacks and popcorn.

**Exhibition.** Get in touch with local artists and ask them to donate artwork. Organise a sale, auction or exhibition with an entry fee.

**Put on a show.** Why don't you encourage local amateur dramatic groups or dance groups to help you put on a show for Rain Rescue? You can raise money through ticket sales, programmes, and refreshments.

Use the poster in this pack to shout about what you're doing. Put them up with plenty of notice so people can plan ahead.



## AT WORK

**Get together with colleagues and tackle one of these fundraising challenges.**

**Dress Down Day.** Take the tie off and have a dress down day; charge people to wear a onesie to work or don some fancy dress and have a collection around your office.

**A 'Bleep Bleep' day.** Swear boxes in the office or social club are great money earners. Every time somebody curses, pop in a pound. If people's worst crime is not swearing but doing something else that causes offence, then get them to pay for those misdemeanour.

**Payroll giving.** Payday. It's the best day of the month. Instead of celebrating by hitting the shops or the pub, why not share a little of that joy by making a regular contribution through your payroll? Add Gift Aid too for an extra donation without you paying more!

**Job Swap.** Sponsor your manager to work in reception? Or how about auctioning off the boss' job for the day? Organise a job swap and get everyone to make a donation.

**Golf.** What better way to network or get together with your workmates than holding a Stroke-play or Stapleford tournament?

**Bake sale.** Forget those calories! Get together and get baking; provide a table of treats for your workmates.

**Donate a day's wages.** Choose one of the 365 days in the year and donate your wages to charity, it's amazing how good it feels!

## KID'S STUFF

**Dress up, dress down or dance.**  
**Whatever makes them laugh**  
**- kids love to be involved.**

**Talent show.** Let them strut their stuff and show off their skills with a talent show and charge for admission.

**Spelling bee.** All they need is a dictionary and you a few reward stickers.

**Sports day.** Get running, skipping, or jumping. Make your annual sports day a day for Rain Rescue by having a small race fee, sell snacks and drinks, and have collection tins as proud parents watch and cheer their children on.

**Dress-up day.** Everyone loves a non-uniform day. Make everyone feel like a fundraising hero and get them to dress up as their favourite superhero.

**Teacher Vs. Student.** The ultimate friendly rivalry; whether it's football, netball, spelling or music, you may be shocked at who wins.

## TOP TIPS

Set up a fundraising page on [justgiving.com/rainrescue](https://justgiving.com/rainrescue) - it will save you collecting people's donations yourself, and the money comes straight to Rain Rescue.



# DEAF JENGA, SERIAL CHARMER

Jenga found himself alone and afraid in the dog pound. Being a male Staffordshire Bull Terrier was bad enough, but being completely deaf the chances somebody wanting him was very slim.

Fortunately, Jenga landed in the safe hands of Rain Rescue. Within a few weeks a space came up with foster mum Pauline, and his cheeky character started to show through.

We never lost hope that he would find a home. Six weeks later, Jenga was noticed by a lovely family who wanted to offer him a place in their home.

Jenga is but one example of the vital work we do at Rain Rescue. Completely dedicated to caring for those that have nobody else.





# WHERE YOUR MONEY GOES

From a dog's dinner to huge vet treatment, every penny really does count.

£10

could buy each cat their own bed and scratching post.



£25

could pay for a cat or dog to be microchipped so they can be reunited if they're lost.



£50

could keep one abandoned animal safe, warm and sheltered for 5 nights.



£160

could pay for four female cats to be neutered which means no more unwanted litters.



£380

could pay for broken teeth to be removed, and healing medication to treat infected gums for an abandoned cat to eat again.



£860

could pay for a leg to be amputated after a road accident, with medication, and rehabilitation.



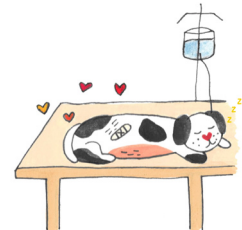
£1,000

would pay for 20 dogs or cats to be health checked, and receive their starter vaccinations.



£1,500

would pay for 3 nights of emergency hospitalisation, tests, and overnight monitoring for a seriously ill dog.







## STORM, AGED 12

**She's an amazing and inspiring fundraiser, doing anything and everything from baking and selling buns, to donating weekly pocket money.**

Storm started fundraising at 9 years old when she was going through various health issues. Fundraising took her mind off her own problems, and she enjoyed it so much, she is now doing it all the time.

"Storm would love more people to get involved with fundraising especially children like herself. If reading her story motivates at least one person to donate or fundraise then she's a happy girl!"  
- Storm's Mum (Tracy)



## LAURA CHADWICK

**Laura ran a marathon wanting to help those less fortunate than her own dogs.**

"Unfortunately, or fortunately, our house is at capacity for having animals. Three dogs is about as much as I can handle! I first became aware of Rain Rescue through the lovely Shelley Richmond. I couldn't take anymore dogs in so I thought what better way to help than to raise a bit of money to give those furry friends less fortunate than mine a better life.

My challenge to justify folk donating money to me was to run a marathon. It really is one of the hardest things I have ever done but the thought of all the hard work that Rain Rescue do kept me going. The important thing to remember is that as long as you have tried your best to meet your challenge, even though you might not be as fast or as good as you would like, the people who donate will be supportive... The cuddles with the dogs at Rain Rescue after was the best!"





## KELLY SURTEES

**Kelly and her team took on the *Back Before Dark 10k Peak District Challenge*. They had just two hours to complete the 10k to ensure they were Back Before Dark!**

Kelly came up with a brilliant way to get more support fundraising: doing the whole thing in fancy dress! The person who donated the most money got to decide on the outfit.

“The work Rain Rescue do is amazing! I and my team feel very passionate about how humans treat animals, so this is our way of trying to help animals that have found themselves mistreated by the people that were meant to love them most. This is a great way to raise funds to help Rain Rescue continue the great work they do. Raising money for charity has become a fun event, and so it should be because you are doing something for the good of others.

So many organised events allow you to raise money for your desired charity. Look online, pick something you enjoy doing, do something on your own, or do something with a group. It's a great way to get people together!

You will be surprised once you start talking about your fundraising event how many people want to help and support you.”

## TOP TIPS

- **Start early and plan ahead**  
Who will you approach?
- **Fix a target**  
This will help you stay motivated
- **Mention that you're fundraising for a charity**  
You might get a reduced rate on premises
- **Cut costs by asking local businesses to donate prizes or food**

# MAKE YOUR MONEY GROW!

## Online Fundraising Page

One of the easiest, and fastest ways to collect money from your donors is to set up an online fundraising page at [justgiving.com/rainrescue](https://justgiving.com/rainrescue).

Simply send everyone a link to your page so they can donate online and see how well your fundraising is going. Online fundraising pages also take the hassle out of claiming Gift Aid - boosting your total with extra funds from the taxman!

**Top Tip:** People tend to give more when they donate online.

## Gift Aid

Gift Aid is magical, so please make sure you don't forget about it. It's open for all UK tax payers to include when they donate. The taxman adds 25% to their gift; so that's an extra £1 for every £4 donated. It really is free money!

This extra money can make a huge difference to the pets that we save from crisis. So please make sure all UK tax payers tick the Gift Aid box on your sponsorship form, and include their full name and home address with postcode, so that we can claim the Gift Aid.

**Top Tip:** If your sponsors donate via your JustGiving fundraising page, Gift Aid is sorted automatically.

## Text Donations

You can make it even easier for people to support you by donating via text message. With JustTextGiving you can set up a unique text code which will mean your supporters can send a donation by text. It will then be added automatically to your JustGiving total. There's no additional charge on top of the amount they want to donate and we'll receive Gift Aid if your sponsor adds it.

It's simple to do once you've set up a JustGiving page. Just log in to your account at [justgiving.com/rainrescue](https://justgiving.com/rainrescue) and follow the instructions.

For more information visit [justgiving.com/justtextgiving](https://justgiving.com/justtextgiving)

**Top Tip:** Pop your code on all of your fundraising materials such as posters and post it on your social media group.

## Matched Giving

Did you know that lots of employers run a Matched Giving scheme, which could double your total raised? Find out if your employer operates a scheme (or suggest it) and if they will match what you raise. Remind them that it's **tax efficient** for them.





DARLA - MOTHER

## CURLY

Curly was just 6 weeks old when he and his 5 brothers and sisters were up for sale for £3 on the streets. Full of fleas and worms, they had little chance of a happy future.

We took all of them into our care where we were able to flea, worm, vaccinate and microchip them. It didn't take us long to find curly and his family loving new homes.





## SHELLEY RICHMOND

Shelley set herself a personal challenge of doing 30 challenges on her 30th birthday, this included a pet portrait auction, a charity fashion show, 5k foam run, Great North Dog Walk, and Sheffield Big Swim!

"I started volunteering for Rain Rescue in 2013 as a photographer, and as soon as I started I knew I wanted to do as much as I could to help. I've ran events, exhibitions, created calendars, Christmas cards, merchandise, and ran a marathon over the years. Knowing that every penny I've raised went directly to the charity and actually save lives is what always motivates me."





# TOP TIPS

**Whichever way you choose to raise money for Rain Rescue, it's crucial to let as many people as possible know you're doing it!**

- 1 Start Planning** - we find that the earlier you plan, the more you raise! Start thinking about who you will approach. Write a list of friends, family, work colleagues and associates you know through sporting or social activities.
- 2 Fix a target** - Our fundraisers find it really helpful if they set themselves a target as it helps them stay motivated and raise more!
- 3 Picking a date** - Timing is everything, make sure you check that there's no major events in your area on the day that you've chosen, and try to plan around them (you want to get as many people to support you as possible).
- 4 Spread the word** - Telling people why you've chosen to fundraise for Rain Rescue, keeping them updated with your progress, and sharing progress are great ways to involve people to support you. Use Facebook and Twitter to invite people, ask for help, and update on your progress. You can also use email or post (just make sure you give them a bit more time). You can use the poster in this pack to put up in your office, or create your own invites. Why not decorate your work place in orange?
- 5 Tell us about it** - We love to hear about your amazing fundraising activities and we want to share your achievements with all of our community!  
*Email us at [fundraising@rainrescue.co.uk](mailto:fundraising@rainrescue.co.uk)*
- 6 Collection Tin** - If you're planning something or would like to request a collection tin please email us at [fundraising@rainrescue.co.uk](mailto:fundraising@rainrescue.co.uk) to tell us all about it!
- 7 Maximise your money** - Create your own page on [justgiving.com/rainrescue](https://justgiving.com/rainrescue). You can then share this link with everyone you know. If you can, try to make sure that the first donation is high, this will inspire others to be equally generous.
- 8 Keep connected** - Make sure you tell your friends, family, and work colleagues about what you're up to! Post all about it on your social media: Facebook, Twitter, and Instagram! You can also get in contact with local paper and radio stations. They want stories about what's going on in your area and could help you raise even more! Try to get them to cover your activity before you do it, and also afterwards when you can tell them how much you've raised! Get snap happy too! Believe it or not, just adding a photo to your page will raise more money. Whether it's a sweaty training shot, or your latest baking triumph for a cake sale, add it to your page and get sharing.
- 9 Have fun!** You will have worked so hard trying to get to the big day, so make sure you enjoy yourself while you're at it!
- 10 Try to Thank Everyone** - let your supporters know how much they helped you raise for Rain Rescue. Your efforts and their funds will make a real difference to animals in crisis situations.



## SKIPPY

After his owner passed away leaving him homeless, skippy came into Rain Rescue's care. It wasn't long until we matched him with the perfect family that just adores him. He's a ray of sunshine to brighten anyones day.

## Paying in the money you've raised

### **For money raised where no goods or services have been exchanged.**

HMRC will give an additional 25%, this means if you raise £100, HMRC will give an extra £25.00! However, to do so, the money **MUST** be paid in directly to Rain's own bank account by cash.

- 1) Request a bank paying in slip from Rain Rescue and take counted funds to any HSBC Bank. Post a copy of the slip to Rain Rescue  
or
- 2) Bring all the cash to the centre or charity shop, it will be counted here, and then banked.

### **For money raised in exchange of goods**

*For example cake sale, or selling handmade goods.*

This can be paid into your account, and the money transferred by BACS to Rain Rescue.

**CAF Bank, Sort Code 40-52-40  
Account no. 00016845**

**Remember to tell us how you've been fundraising and provide your contact details.  
We'll send you a lovely thank you and a receipt.**



# LEGAL BITS

**Permission.** If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

**Photos.** Please make sure you ask permission from people you are taking photos of.

**Food hygiene and alcohol.** To keep everyone safe, check Food Standards Agency guidelines on preparing, handling, cooking and storing food. Visit [food.gov.uk](http://food.gov.uk)  
A licence is needed if you have alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue.

**Health and Safety.** If you hold a fundraising event you will be responsible for the health and safety of all involved. *The Institute of Fundraising and Government* websites have useful information on this.

**Insurance.** If your event involves the general public it is important to have Public Liability Insurance in place. Check to see if your venue already has this, usually it does. If you're having an event at home or on private property check your insurance covers this too.

**First aid.** If you're holding an event involving many people make sure you have appropriate first aid support in place. You can get advice from St. John Ambulance ([sja.org.uk](http://sja.org.uk)), or the Red Cross ([redcross.org.uk](http://redcross.org.uk)).

**Public collections, lottery and raffles.** If you're holding these events please check to see if you need a license, visit **[how2fundraise.org](http://how2fundraise.org)**

If you have any questions about fundraising, please call **07425 150860** or email us at **[fundraising@rainrescue.co.uk](mailto:fundraising@rainrescue.co.uk)**.

We hope this information is a helpful starting point but it doesn't cover everything. Rain Rescue does not accept any responsibility for fundraising activities organised on it's behalf, so please research all the legal bits carefully.

# GOOD LUCK!

Rain Rescue  
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ALL MATERIAL HAS BEEN CREATED BY A VOLUNTEER

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you!



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