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Fundraising Guide

Thank you for showing your support and for helping us to protect animals around the world. By fundraising for World Animal Protection, you will help us to create a world where animal welfare matters and animal cruelty ends.

You can fundraise for us at any time throughout the year. The money that you raise will help us protect more animals from cruelty, save more animals from disasters and work with governments to bring about change! Without you, this would not be possible.

Each and every dollar you raise will help us to help the animals. Just take a look at the Dollar Guide on the right to see how much of a difference you really can make. You can also use it to set yourself a target to aim for and to encourage your friends and family to give a little bit more.

Remember, we're here to help you with your efforts and above all, we want you to have fun and to stay safe.

Happy fundraising and good luck!

\$30

could buy food for a bear in a sanctuary for one week.

\$50

could vaccinate 10 dogs against rabies, protecting them from cruel deaths.

\$240

could provide all essential veterinary medicine for one bear in a sanctuary for an entire year.

\$500

could help support inspections of illegal bear bile facilities in known hotspots in Vietnam.

\$1000

could help us promote animal friendly solutions across the world.

worldanimalprotection.org.nz

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Idea starters

There are lots of ways that you can raise money to help animals around the world, while having fun at the same time! You can also choose a way to weave fundraising into everyday tasks, so you can even raise money whilst you are on the go!

Here are some ideas to get you started:

Good for you, good for the animals

If you are already fit or trying to get fit why not sign-up for a run, a half marathon, a full marathon, a swimming race or a bike ride? Or even try to climb one of NZ's stunning mountains for the first time? Whatever style of activity you choose, you could choose to go solo or even rally a team together! Because if you can make it 'the more the merrier', then it might not seem so hard. Plus you might raise more money for animals in the process!

Promising to stick to a new fitness programme, even as simple as - "I will walk/jog once a week for 15 mins" - can be hard and we can all look for excuses... So why not promise to run once a week, every week for a month and get family and friends to sponsor you? That way you can think about the animals and motivate yourself out the door, when you need that extra push!

Raising money for us and helping animals around the world, while helping yourself get fit at the same time, could be a definite win, win!

And while we are talking about getting fit, you could also raise money by choosing to give up those 'little luxuries' in your life - chocolate, ice cream... cakes! Even if you have two sugars in your coffee, why not go 'cold turkey' on the sugar and raise money for the animals by being sponsored for every cup of coffee you go without the sweet stuff?

Sociable and fun

Why not get some friends together, have some fun and raise some money to protect animals around the world while you're at it?

Here are some ideas:

Karaoke night - invite all your wannabe superstar friends to your house to enjoy an uninterrupted night of Karaoke. You could add fun themes like '80s night' and have your friends dress in 80s clothing and sing only songs from the 1980s.

Food night - choose a year and challenge some friends to create a classic dish from that era. Invite a whole group of friends to taste the food delights on offer and dress up in clothes from the celebrated year!

Wild day/night - organise a 'wild' day or night at the office, house or school where everyone dresses up as their favourite wild animal. You could even select 'animal themed' tunes to dance to!

Asking people to pay an 'entry fee' donation when they arrive or charging for food or drinks provided are just a couple of ways of raising money at these kinds of fun events.

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Easy and every day

Rather than planning a special event, you could just incorporate some fundraising into your everyday activities. Here are a few ideas for how to raise money for us without even needing to think much about it!

School run – put your hand up to do the school run for a week and get sponsored by the other parents.

Walk to work – instead of driving, why not walk to work and donate your petrol money or your bus and train fare. Try it for a week, a month, six months or even a year!

Dog run – take your friends and neighbours' dog for a walk, for a fee; get fit and raise money to help animals around the world at the same time.

Dress up/dress down – organise a 'dress up' or 'dress down' day at work and ask colleagues to donate money to World Animal Protection, to help the animals.

Pedometer challenge – buy some cheap pedometers for you and your workmates and hold a challenge to help the animals for a month. At the end of each work day, find out who has stepped the least steps in the team and then have them donate \$10 to the World Animal Protection collection box! Ask your company to match your fundraising dollar for dollar and double your money for getting the office team moving throughout the day.

Clean up the house/street – hold a garage sale or an entire street garage sale and donate the proceeds.

Run a trivia quiz – enjoy your visit to the local pub, or a few drinks at the office on a Friday night? Why not run a trivia quiz? You and your friends could dream up some questions, donate prizes and ask people for a donation to enter.

Give up your favourite luxury item – if you like a manicure, a facial or a massage on a regular basis, why not give one of these little luxuries up and donate the money to us instead?

Supermarket shopping – offer to do neighbours or friends supermarket shopping (whilst you do your own), charge for your time and donate your earnings. Or ask your local supermarket if you help pack bags with a friend or with local school kids and collect 'thank you' money to help protect animals from cruelty.

Recognise special events – ask for donations in lieu of gifts for an upcoming wedding, anniversary, retirement or any other special day you have in mind!

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Now you have some fundraising ideas, how do you work the money side? You can fundraise online or you can fundraise by paper.

1) Fundraising online:

World Animal Protection is an official charity of the fundraising tool - everydayhero.co.nz.

At everydayhero.co.nz you can set up your own online fundraising webpage to help you seek and gather donations from friends here and overseas - all in one easy place!

By following simple instructions you can build your own fundraising page in minutes. From there you can ask your friends, family and colleagues for a donation by emailing around the link to that page.

Any donation is recorded on your page along with any messages of support from your donors. If you want to go a little bit further you can also upload photos and videos to keep your supporters updated on your fundraising progress. You can also link your page to facebook if you like, to encourage all your facebook friends to support your fundraising activity.

everydayhero.co.nz also automatically collects the funds pledged by each of your donors and then pays World Animal Protection. So there is no need for you to collect the money. Everything is taken care of online.

Online fundraising via www.everydayhero.co.nz is also safe for children, as it eliminates the need to solicit donations by door-knocking or approaching strangers. It also requires and manages parental consent for young fundraisers, so they receive their chosen adult supervision and support.

For more information please visit: www.everydayhero.co.nz

2) Fundraise on paper:

If you are the kind of person who loves physical pieces of paper to organise you, then we can help here too! We can supply an official paper World Animal Protection Sponsorship Form - for your family and friends to pop their name on and record their donation amount.



Testimonial: Red Beach School pupil, Alex (9 years old), put on a Mufti Day at school, asking everyone to dress up as their favourite animal. More than 530 pupils took part, with some dressed as wild leopards, panthers and bears and even creatures of the ocean - including a hammerhead shark! Everyone had enormous fun raising more than \$500 to help protect animals around the world. A great day all round!

For more money related questions, please see the Frequently Asked Questions over the page.

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Frequently Asked Questions

Where do I start?

Once you've got a fundraising idea and have sought any other permission you may need (i.e. school, teacher or local council), fill out the Application Form and send it back.

If you are under 18 years of age you should also get approval from your guardian.

Once we approve your fundraising event/activity, we will send you an Authorisation Letter.

How much time will I need?

Some things are more time consuming than others to organise, so make sure you give yourself plenty of time to plan your event. You may need to enlist the help of friends or family, so it's important to let them know about your plan as soon as possible - that way everyone can get involved!

What can World Animal Protection provide me with?

We can supply you with collateral such as posters and sponsor forms to help you fundraise. By contacting us, we can work with you and your ideas to help ensure you have what you need to make your fundraising venture a success.

Where do I send the money?

The best way to send in donations is either via cheque or online:

Cheque - Please make the cheque out to: World Animal Protection

Post to: World Animal Protection, Private Bag 93220 Parnell, Auckland 1151

Online - On sending out your Authorisation Letter, we will supply you with a bank account number and reference number to organise an online payment to our bank account. Or simply raise automatically paid funds through everydayhero.co.nz, as detailed before.

Contact us:

If you want to run your ideas past us or find out how we can support you with your fundraising efforts please contact Sarah: sarahnutbrown@worldanimalprotection.org.nz
09 309 3901 or 0800 500 9772

Happy fundraising!
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