

# Fundraising Guide

# PETS AS THERAPY



ANIMALS HELPING HUMANS

Registered Charity 1112194  
Registered Charity Scotland sco38910

# WELCOME!

## Our vision

A future where all people of every age across the UK who can benefit from our support are able to access our volunteers and their pets to improve their quality of life.

## Our mission

- To promote the value of interaction with pets and the benefits of volunteering to support the recruitment of new PAT Teams.
- To provide efficient assessment and effective support for PAT Teams to maximise engagement.
- To work in partnership with registered establishments to enable easy access to our PAT Teams.
- To raise the funds we need to deliver our vision, inspired by the individuals and families at the heart of the organisation – our volunteers and the people they help.





# ABOUT US

- Thousands of people of all ages benefit every week from PAT visits.
- Our PAT Volunteers and their animals are providing companionship often at a time of isolation or challenge. They are enabling people who have had a pet to connect again with an animal. PAT visits are getting children, sick people and the elderly talking when they are struggling to communicate. What is more they improve self-confidence and social integration.
- The positive impact of our PAT Team is not only on the people being visited but also on wider family and friends, and the community where they are.



# WE NEED YOU!

**PETS AS  
THERAPY**

- WE ARE A FULLY SELF SUPPORTING CHARITY
- -WE RELY SOLELY ON THE HARD WORK OF OUR VOLUNTEERS AND THE GENEROSITY OF FUNDRAISERS LIKE YOU!



## ESTABLISHMENTS WE VISIT:



HOSPITALS



HOSPICES

RESPIRE



CARE HOMES

PRISONS, SECURE UNITS

AND MANY, MANY MORE.....

**NHS**

PRIVATE

LOCAL  
AUTHORITY

ADULT

CHILDREN

TEENAGERS

**PETS AS  
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read2dogs

2,674 REGISTERED  
SCHOOLS

1,612 ON WAITING LIST

Please connect with our

**JustGiving™**

[justgiving.com/petsastherapy](https://justgiving.com/petsastherapy)

**DONATIONS:** [petsastherapy.org/donate](https://petsastherapy.org/donate)

# HOW YOUR MONEY WILL MAKE A DIFFERENCE

PETS AS  
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HERE ARE SOME EXAMPLES OF WHAT YOUR FUNDRAISING FOR PETS AS THERAPY CAN PROVIDE

£100

COULD HELP US PUT A TEAM OF PAT DOGS AND VOLUNTEERS INTO A HOSPITAL



£50

COULD HELP ASSESS AND REGISTER A VOLUNTEER FOR SCHOOL VISITS



£25

COULD ASSIGN A VISITING VOLUNTEER TO A ONE-OFF VISIT



## HENRY & MAGGIE

At the beginning of term, staff were asked if they had any children in their class who they thought might benefit from reading to, and meeting Henry, a PAT dog who comes into school every Tuesday....

**Jamie was declared last year to be 'essentially mute'**

and having extreme low self esteem, showing no pride in his work and no belief or expectation that what he had to contribute was important in class discussion or written work...

When asked if he would like to meet Henry, his response was a whispered 'no thank you' but he was persuaded when he realised that other children were desperate to take his place!

**On his first visit to Henry, Jamie read his entire reading book without error and in an audible voice.**

In the weeks that followed progress has been exceptional. Jamie now looks forward to seeing Henry and produces a piece of work to show his new friend. **His reading and writing have both improved dramatically** and he will now actively contribute ideas and is thrilled when he is praised and valued.

Much work needs to be done before Jamie is fully engaged and making the progress he is capable of, however, despite various past interventions, nothing has come close to reaching Jamie. He is still a very quiet and unsure little boy but **this wonderful charity has Done so much for him.**

-Mrs Morgan, LAS, Year 5,  
St Matthews Primary School



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# 1. FUNDRAISING EVENT IDEAS

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## BAKE SALE

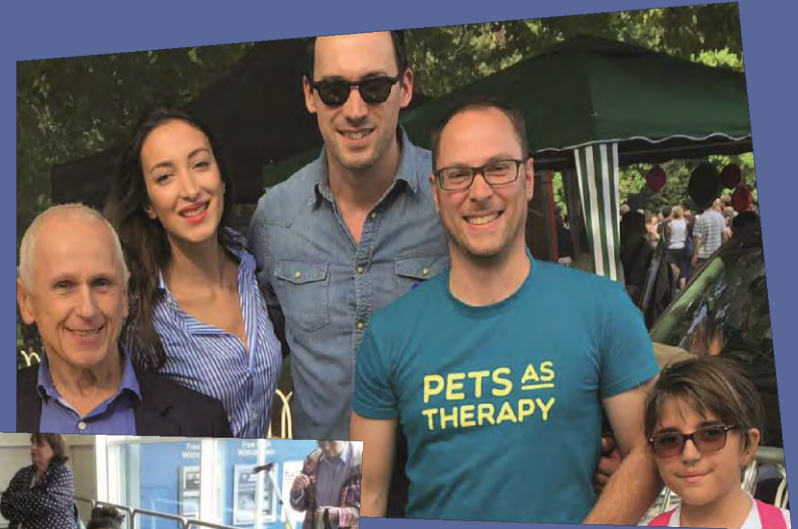
Tempt your friends with delicious cookies, mouth-watering sponges and gooey chocolate brownies. It might be the oldest trick in the book, but a bake sale is a great way to raise money and make some new friends.

## COFFEE MORNING / AFTERNOON TEA PARTY

Hosting a Coffee Morning is a great opportunity to catch up with friends and family over a cuppa and a slice of naughty cake! Not only will you have a lovely time, but you will be raising money for a great cause.

### TIP!

Put your jam jar for donations in a prominent place and sell any leftover cake to your guests at the end.



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# SEASONAL IDEAS

**Celebrate Pancake Day** – with an unlimited supply in return for a donation.

**Easter Egg Hunt** - with the help of your neighbours, place decorated eggs around your community for the children to find. Ask for a donation for each egg found.

**Get Creative with a Pumpkin** – hold a carving competition with prizes for the best one. Ask for a donation per entry.

**Organise a Halloween Fancy Dress Day** – ask for donations to attend.

**Organise a Guy Fawkes' Firework Night** – ask for entry fees.

**Offer a Gift Wrapping Service** – to colleagues during the Christmas period and charge a small donation.

<https://petsastherapy.org/donate>

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## CHEESE AND WINE EVENING

What better way to finish the week with a slice of cheese and a glass of wine!  
Charge £5 and donate the proceeds.

## SING ALL NIGHT

Hold a Karaoke Night to find out your friends' and families' secret talent!!.. – Ask contestants to donate to enter, and donate the proceeds.

## THE **BIG** QUIZ

Organise a Quiz night for your family, friends and colleagues.  
Charge teams to enter and put their knowledge to the test!

## 2. RUN, RIDE & SWIM IDEAS

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If you like collecting donations *and* collecting medals, try a fitness challenge:

**SPONSORED RUN** – whether you are a beginner or an expert, taking part in a sponsored run is a good way to raise money and gives runners flexibility to choose a distance appropriate to their own level.

**CYCLE EVENTS** – are great ways to fundraise and push yourself personally. Why not organise a sponsored bike ride or cycling challenge?

**SWIM** – take part in an organised swimming event or set yourself a personal challenge to raise money. Whether you are a beginner or an expert swimmer, there's something for everyone!

[www.bike-events.co.uk](http://www.bike-events.co.uk)   [www.runnersworld.co.uk/event/search](http://www.runnersworld.co.uk/event/search)



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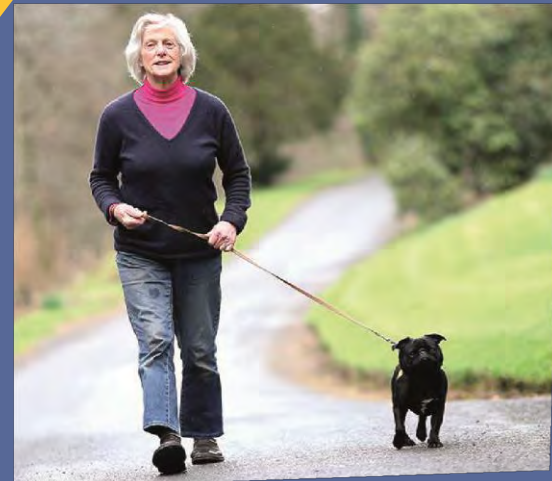
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# 3. SPONSORED DOG WALK

Organising a dog walk is a great opportunity to meet new people and raise money for Pets As Therapy. Charge a registration fee (suggested charge - £5 per person) and send out sponsor forms. Set a start and finish time. Even if you do not have a dog, you can still join in – or borrow a friend's dog! Remember to bring extra water and plenty of black dustbin bags to tidy up afterwards.



## Next Steps



1. Contact us to tell us about your walk.
2. Prepare sponsorship form for participants.
3. Don't forget to share the activity on your social media.



# CONTACT US IF YOU WOULD LIKE MATERIALS TO HELP PROMOTE YOUR EVENT:

**PETS AS THERAPY**

## MINIMUM SUGGESTED AMOUNTS OF FUNDRAISING

In order to ensure that we contribute as much of your money as possible to Pets As Therapy's work across the UK we, like other charities, have to set a suggested sponsorship target. Pets As Therapy has to cover the cost of merchandise and promotional materials for our volunteers and fundraisers.

If you wish to fully represent our charity you may order any materials or t-shirts. Please remember that the suggested fundraising target is:

£50



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# CODE OF CONDUCT

1. Please use our official sponsorship forms on Page 17.
2. Anyone fundraising for Pets As Therapy who is under age of 18 must be accompanied by a parent or guardian.
3. If you're unsure about anything at all, then please just ask. We're here to help! Contact us on 01865 671 440.
4. Pets As Therapy holds Public Liability Insurance which covers supporters taking part in most standard charity activities. If you're not sure whether your event would be covered, please get in touch.
5. If you are considering holding a public collection as part of your fundraising, then you may need a collection licence from your local authority. If so, then you will normally need to apply at least one month in advance of the collection day.
6. Lotteries involve people paying to participate for the chance of winning a prize. When an element of skill is involved it then becomes a competition which attracts fewer restrictions. There are 2 types of lottery (otherwise known as a raffle), that you could hold on behalf of Pets As Therapy:

## INCIDENTIAL NON – COMMERCIAL LOTTERIES

- a. Sometimes known as a 'tombola', these are very easy to run where the raffle is not the main focus of the event but part of a larger whole. In this case a licence is not required but there must be no cash prizes and the tickets sales and announcement of the results must be carried out during the event itself. A limit of up to £500 can be spent on buying prizes however there are no limits on the value of donated prizes.

## SOCIETY LOTTERIES

- b. Your raffle must be registered with the local authority if tickets are sold over a period of time prior to the draw taking place. A named promoter should be nominated to take responsibility and if the ticket sales exceed £20,000 then you must register with the Gaming Board.

Lotteries are governed by many rules and we recommend you speak with your local Licensing Authority for advice before organising one. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) website for latest advice



# FUNDRAISING AND GUIDELINES

1. Please make sure you wear Pets As Therapy uniform during fundraising activities.
2. We can supply you with the Pets As Therapy logo and some approved charity to use online. You can resize the logo to your needs. However we ask you not to change the proportions or any part of the design. We can also supply posters. If you require further items then please speak to us.
3. If you are organising your own event, then you'll need to fill out a Risk Assessment form to ensure that you are aware of any potential risks. Please contact us if you need more information.
4. If you sell food at a fundraising event you must follow food safety laws. You can obtain guidelines from your local environmental health department.
5. By snapping people having lots of fun at your event you can inspire others to have a go too. So please share your event by emailing us your best photos. Get permission from anyone that you take a picture of, you will need permission from parents before taking photos of children, preferably written. Let them know that the images may be used for publicity purposes by yourself and Pets As Therapy.
6. We are a registered charity and therefore, you will need include our registered charity number on all correspondence / materials used.

# HOW TO SEND COLLECTED MONEY

## PETS AS THERAPY

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There are various methods how you can pay in. We hope that this brief explanation will be handy for you.



If you wish to pay the money in over the phone by credit or debit card please call us on

**01865 671440**



Direct Bank Transfer – you can pay your cash in directly at your local branch

**NatWest Bank**  
**Acc No 70057605**  
**Sort Code 53-61-55**



You can send a cheque to our Head Office. Please make payable to 'Pets As Therapy'. Please include your details on the back so that we can send out a Thank You letter.

**Pets As Therapy**  
**Hampden House**  
**Monument Business Park**  
**Chalgrove**  
**Oxfordshire**  
**OX44 7RW**

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ANIMALS AND HUMANS WORKING TOGETHER

# HAVE FUN & GOOD LUCK!

Pets As Therapy, Hampden House, Monument Business Park, Chalgrove, Oxfordshire OX44 7RW

01865 671440 [reception@petsastherapy.org](mailto:reception@petsastherapy.org)