

**PETS AS  
THERAPY**

Our pets and people enriching lives,  
one visit at a time.

# Fundraising **Guide**

Organise an event and support Pets As Therapy



**For more information or help:**

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

 [petsastherapyUK](https://twitter.com/petsastherapyUK)  
 [petsastherapy](https://facebook.com/petsastherapy)  
 [petsastherapy\\_uk](https://instagram.com/petsastherapy_uk)






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# About Pets As Therapy

**Pets As Therapy (PAT) is a national charity that enhances the health and wellbeing of thousands of people in communities across the UK. Our volunteers, along with their friendly dog or cat, visit a range of establishments including nursing homes, day care centres, hospitals, hospices, schools, universities and prisons.**


## **Therapeutic visits by PAT Teams can:**

-  Bring comfort and companionship to people who may feel isolated, confused and lonely.**
-  Help young people to improve their literacy skills and encourage confidence and concentration in the classroom.**
-  Aid a patient's recovery and rehabilitation and help improve mental health and wellbeing.**



"Every Pets As Therapy visit brings happiness to our residents. We notice positive effects afterwards."

**Ridings Care Home**



"Children have developed their social skills and gained confidence with their reading."

Greenvale Primary School

## PAT needs your help

Pets As Therapy relies on the generosity of fundraisers who help to ensure we offer our services to those who need it most, so please support us and organise your own fundraising activity or event.

**This guide is packed full of fun and entertaining ideas, as well as helpful hints and tips. Everyone can get involved and help Pets As Therapy to enrich people's lives.**

### Here's how your money will make a difference

-  **£100** will help us assign four volunteers to a one-off visit in a residential care home.
-  **£500** will allow us to assess and register 10 volunteers for school visits.
-  **£1,000** will enable us to place 10 teams of volunteers in hospitals or hospices.

"The companionship of a dog and handler can aid recovery, stimulate conversation and encourage movement and social interaction."

Norfolk and Norwich University Hospital

# How to get started

Fundraising is easy when you follow our top tips:



## Choose an event or activity

You may want to organise a coffee morning, book sale or a craft fair, but there are also lots of other great fundraising ideas, such as a knit-a-thon or 'guess the baby' competition. Pick something that is fun and keep it simple.



## Stuck for an idea?

Visit our website and check out our fundraising planner. Whether it's Pancake Day, Easter or Halloween, you can support us all year round!

## Decide on a date

Is there a time of year that best suits your event? Or a day of the week that's more convenient? Speak to everyone involved and get in touch with us too. We'd love to know what you have planned, and we can provide fundraising help and promotional materials.



## Start planning

Write a list of things you need to plan. Think about where the event is going to take place — and what will happen if you're outdoors and it rains. Could local companies help with sponsorship or prizes? Would you like PAT Volunteers to attend? Also make sure you have any necessary licences — see p8.



## Promote your event

You'll want to raise as much money as possible, so remember to publicise your event or activity or competition. Tell family and friends, make posters and flyers (we can help with this), and post details on social media. You could also get in touch with your local newspaper or radio station.



## Have fun!

We want you to enjoy your event and have a great time fundraising for a good cause. Remember to thank everyone afterwards and tell them how much money you have raised. Everyone's efforts will make a big difference to people's lives.



## Pay in your fundraising money

You can call us and pay in the money you've raised over the phone using your credit or debit card. Alternatively, post us a cheque — see [www.petsastherapy.org](http://www.petsastherapy.org) for details. Our website also has instructions on how you can pay in donations that have been put in a collection tin, as well as Gift Aid information.



**Don't forget to use our official PAT sponsorship form\* for sponsored events. Or create your own Fundraising page.**

\* Find it on our website

# Fundraising Ideas

Choose one of these events or activities – or come up with something original!



## Bake a Cake

Even if you haven't set your sights on appearing on the next series of Great British Bake Off, if you enjoy baking, then why not whip up some chocolate brownies, flapjacks, a Victoria sponge or carrot and walnut cake and organise a baking sale.

We bet many of your sweet-toothed neighbours, friends and colleagues will be only too happy to give a donation in exchange for a treat.

## Launch a Competition

From guessing how many sweets are in a jar to the weight of a fabulous fruit cake, an easy way to fundraise is to organise a fun competition. Can you identify your colleagues from a baby photo? Who can throw a welly the furthest? Whose dog will obey the stay command and sit still for longest? Use your imagination and come up with an amusing idea – everyone will want to take part.

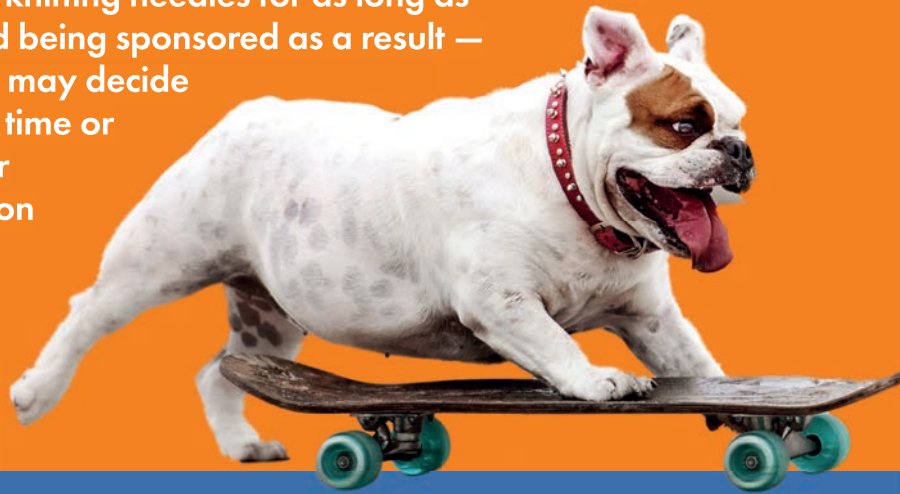


## Dress Up or Dress Down

Wearing pink or a Christmas jumper to the office or swapping a business suit for jeans and a T-shirt – dressing up, or down, is a familiar fundraising initiative and one that's easy to do. Perhaps, however, you could set a more difficult challenge and ask people to arrive at work or school dressed up as someone or something starting with the letter P, for example. A pirate, Pinocchio, a penguin – the ideas are endless.

## Set a Challenge

Whether it's a read-a-thon where you get to relax with a pile of books or a knit-a-thon where you click your knitting needles for as long as possible, setting a challenge — and being sponsored as a result — is a great way to raise money. You may decide to complete a jigsaw in a specified time or take part in a sponsored silence for 24 hours — any test of determination and courage will be admired.



## Test your Knowledge

Or rather that of other people. Everyone loves a good pub quiz, but what about other games you could play. University Challenge, Blankety Blank, Only Connect, Catchphrase — why not recreate your favourite TV gameshow. Don't worry about following the exact format, come up with your own ideas for rounds. And remember, virtual quizzes are fun too.

## Hold a Sports Day

If you've always loved taking part in an egg and spoon race or a three-legged run, this one is for you. Set a tug-of-war challenge, build an obstacle course, and remember a race can involve sacks, skipping ropes, hula hoops, balloons or some excited terriers — the more original, the more fun!

**Pets As Therapy** can also support anyone keen to try a fitness challenge. Whether you're up for running a 10k race or 26 mile marathon, or taking part in a cycling or swimming event, this is yet another way to fundraise for Pets As Therapy. Contact [marketing@petsastherapy.org](mailto:marketing@petsastherapy.org) for more details.



# Fundraising Guidelines

## Licences for Collections

If you are considering holding a public collection as part of your fundraising, you may need a collection licence from your local authority. If this is the case, you will normally need to apply at least one month in advance of the collection day.

## Lotteries and Prizes

Lotteries involve people paying to participate for the chance of winning a prize. When an element of skill is involved, it becomes a competition which attracts fewer restrictions.

There are two types of lottery (otherwise known as a raffle) that you could hold on behalf of Pets As Therapy:

**1 Incidental non-commercial lotteries:** 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.

**2 Society lotteries:** 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.

For up-to-date advice, visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)







## Food and Drink

If you sell food at a fundraising event you must follow food safety laws. You can obtain guidelines from your local environmental health department. If you plan to sell alcohol you may need to contact your local council if your venue is not licenced.

## Children

Anyone fundraising for Pets As Therapy who is under the age of 18 must be accompanied by a parent or guardian.

## Photography

If you are sharing any photos on social media or elsewhere, please get permission from everyone you take a photo of. You will need permission (preferably written) from parents before taking photos of children. Please let them know that the images may be used for marketing and publicity purposes by yourself and Pets As Therapy.

## Sponsored Events

If you are organising a sponsored event, please use our official PAT sponsorship forms.



**If you are unsure about anything,  
please get in touch.**

**Pets As Therapy is a registered charity and  
therefore you will need to include our registered  
charity number on all correspondence/  
materials used.**

However you choose to support **Pets As Therapy**, every £3 raised will mean that we can continue to recruit more volunteers and therefore **enrich more lives.**



**Thank you for fundraising on our behalf.**

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