



How to raise funds for PDSA

pdsa
for pets in need of vets



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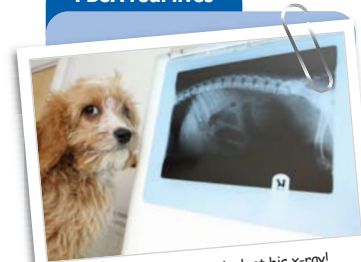
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What does PDSA do?

“ PDSA exists to care for the pets of people in need by providing free veterinary treatment to their sick and injured animals, and promoting responsible pet ownership. ”

PDSA real lives



Chewy Chewy takes a look at his x-ray!

PDSA helps pets like four-month-old Chewy Chewy. The mischievous puppy had a 'ruff' time of it after he wolfed down a baby's dummy, which could have proved fatal. Happily, thanks to PDSA vets, he has gone on to make a full recovery and is now back on all four paws.

PDSA is the UK's leading veterinary charity.

PDSA has 43 PetAid hospitals across the UK.

PDSA provides preventive treatments like vaccinations.

PDSA needs to raise £4 million every month.

PDSA cares for more than 350,000 pet patients.

Your support will help PDSA treat more sick and injured pets

- £5 pays for **antibiotics** to help a sick puppy.
- £10 pays for special **scissors** to remove a bandage.
- £20 pays for a **metal plate** to fix a broken leg.
- £50 pays for **film** for 100 x-rays.
- £100 pays for **electric clippers** to remove hair before an operation.
- £500 pays for an **x-ray table**.
- £2,000 pays for an **ECG machine** used to monitor a pet's heart.





Thank you...



Fundraise at home

Thank you so much for your interest in raising much-needed funds for PDSA.

PDSA relies entirely on voluntary donations to provide free veterinary treatments to sick and injured pets throughout the UK.

Our dedicated team of fundraising professionals can provide you with the advice and materials that will help make your fundraising idea a success!

You can fundraise around your lifestyle or select a number of ideas to incorporate into a larger fundraising event.

Already thought of a fantastic fundraising idea and just need a helping hand? Simply contact PDSA's Fundraising team who will be more than happy to help!

Telephone – **01952 290999**

Email – fundraising@pdsa.org.uk

Post – Fundraising Department, PDSA Head Office,
Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ

Website – www.pdsa.org.uk

We look forward to hearing from you soon.



Some ideas on how to raise £100



Food for thought!

Entertain friends and family – hold a delicious fundraising dinner party! 10 guests at £10 will mean another £100 in the 'cooking' pot.



A local game for local people!

Got a friendly local with an animal name – for example the Fox & Hound or the Red Lion? Buy a soft toy themed to their pub and ask them to get their customers to join in. Variations include guess his birthday, weight, choose his favourite food, etc. It's fun and easy. 100 guesses raises £100.



Sweet sensation!

Bake homemade cakes and biscuits and hold an old-fashioned cake stall. You could even dress up in an appropriate costume. Serve with a cup of tea and you could soon be banking at least another £100.

Time is of the essence!

They say that the best thing money can buy is time, so offer your services to friends, family, neighbours and colleagues.

Dog walking, lawn mowing, weeding, car washing, babysitting or ironing are just a few ideas to get you started. It won't take long to raise £100 to go towards treating a sick or injured pet at one of our PetAid hospitals.

Fundraise at work

Get guessing!

Fill a large jar with jelly sweets and charge people £1 to guess how many are in there. Nearest guess wins all ... sweet! 100 guesses raises another £100!



Tag the toy!

Get a large soft toy and ask people to pay £1 to guess the name. The lucky winner not only wins the soft toy but also walks away with the knowledge that they have helped PDSA treat more sick and injured pets.

Indian inspiration!

A regular fundraiser at PDSA Head Office is 'Delhi Deli'. Buy in ready-made, cut-price samosas and onion bahjis. Advertise in advance and sell the snacks at a profit.



Work it!

Hold a dress-down day at work. Everyone pays £1 to go casual. 100 people = £100 couldn't be simpler!



Let's get corporate

How your company can support PDSA

At PDSA we can support your company's fundraising ideas, big or small. Together with your colleagues you can help make a lasting difference to the lives of the people and pets PDSA helps.



Whether you choose to get your colleagues together to do some fundraising, adopt PDSA as your company's charity of the year, or give regularly through your payroll giving scheme, the Fundraising team can support you every step of the way.

Here are some examples of fundraising that you and your company can get involved with:

- Employee fundraising
- Charity of the year
- Payroll giving
- Sponsorship

Corporate fundraising is also a great way to promote your own company and PDSA has a dedicated corporate PR team on hand to talk to companies supporting PDSA.

For more information about how your company can help PDSA, please phone **01952 290999**.



Occasions

Are you celebrating a special occasion? Why not raise funds for PDSA at the same time?

Ask for donations instead of gifts at your wedding reception, birthday or anniversary party.

You could be celebrating a Ruby wedding, 21st Birthday, Retirement or just having a party. Whatever the occasion we can support you. Please contact us on **01952 290999** for a fundraising pack.

See our digital fundraising tips page for more ideas and details about how you can set up an online fundraising page.



Fundraise and get fit

Get running for PDSA!

If you are fit, or want to get fit, how about entering one of the many marathons, half-marathons or fun runs held nationally each year?



Marathons continue to be a very popular fundraiser. PDSA has **Golden Bond** places to allocate for the London Marathon. To apply, contact the Fundraising team.

If you decide to run for PDSA we will provide you with a fundraising pack and running vest.

Gym-tastic!

Why not get a team together to **swim** the Channel in the pool, **row** the Thames on the rowing machine, **cycle** London to Paris on the exercise bike, **walk** John O'Groats to Lands End on the treadmill, **run** the New York Marathon or **climb** Mount Snowdon, all from the comfort of your local gym?

Or see our challenge pages to do these exciting events for real!



Challenges

PDSA has a range of exciting challenges you can get take part in. Choose from a wide variety of expeditions including treks, mountain bike rides, mountain climbs, white water rafting, sailing, horse riding and community challenges. There really is something for everyone.

For details of our overseas and UK challenges please contact us on **01952 290999**.

Plane sailing! An exhilarating **parachute jump** is a thrilling way of raising funds for PDSA. In return for raising a minimum amount of sponsorship money, PDSA will pay for your jump and training, and receive a sizeable donation from your efforts at the same time! Contact the Fundraising team for more information.



Let's get digital



These days the most effective way to raise sponsorship is with your very own online fundraising page.

They are free and easy to set up and you can customise the page to suit your event.

Visit the following sites to set up your free fundraising page

www.justgiving.com/pdsa

www.virginmoneygiving.com/charities/pdsa

Once you have set up your page you can then send the link to all your friends, family and colleagues. You can even post the link onto your Facebook page to reach even more potential sponsors.



Online fundraising pages are also invaluable if you work in a large organisation. Just email the link and all the hard work is done for you. And if this wasn't enough, they automatically claim the Gift Aid (where applicable) on PDSA's behalf turning every £100 you raise into £128!*

*(this rate may change)

Organising events

Successful events don't just happen, they rely on good planning. Before choosing an event you should ask yourself the following questions:

- How many helpers do I need?
- How long do I need to plan this event?
- Who will come?
- How much do I want to raise?
- What costs are involved?
- Are there any legal requirements? (see opposite page)
- Do I need insurance? (see below)

Please note that while your help with our fundraising is very much appreciated, PDSA cannot accept liability for any fundraising activity or event you undertake on our behalf, **unless** you contact us prior to the event and register it with us.



Keep it safe and legal

When organising a fundraising event for PDSA it is important to consider the following to ensure a safe, legal and enjoyable event.

- By law, PDSA's charity registration numbers (208217 & SC037585) must appear on all posters and advertisements. Please contact us for guidelines and permission to use the PDSA logo.
- Ensure you are sponsored by and collect donations from people you know and trust. Make sure children are supervised and do not let them collect money from strangers.
- Raffles and Lotteries – check with your local authority or the Gaming Board of Great Britain to check the rules, or ring the Fundraising team.
- Having alcohol at your event? Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.
- Only use PDSA collecting tins when doing collections.
- Check whether your event is covered by PDSA's public liability insurance by calling the Fundraising team.
- You will probably need to perform a risk assessment for your event, the Fundraising team can advise you.
- Consider first-aid provision – some larger events may require a first aider to be present.
- For events in a public area you should inform the local council and police.
- Check out references and/or qualifications of suppliers – e.g. ensure caterers or food suppliers have the relevant Food Hygiene and Environmental Health certificates.

If you are unsure about any of the above, please contact a member of the fundraising team on **01952 290999** or visit our website www.pdsa.org.uk/fundraising



Recycle for PDSA

Fundraising groups

Recycling

There are estimated to be over 8 million old mobile phones in the UK, many simply hanging around in drawers! For every mobile phone recycled through PDSA, around £2.25 is donated to the charity.

It is **very** easy to recycle your old mobile; just request some pre-printed envelopes from the PDSA Fundraising team, put in your old phone and pop it in the post.



Any spare change?

Been on holiday and left with spare change? Why not hold a foreign coin collection at work?

Phone **01444 253777** to donate your funds.

Stamps!

Did you know that we can still turn your used stamps into hard cash?

Call us on **01952 290999** for details of where to send your used stamps.



Inky ideas!

As with mobile phones, request an ink cartridge recycling bag and turn those empty containers into a bagful of cash for PDSA.

PDSA has a number of Fundraising Groups across the UK.

Each group is made up entirely of volunteers.

Groups usually meet regularly to plan and organise events, including sponsored walks, tombolas, stalls, karaoke nights, coffee mornings, dog shows and more!

It is an ideal opportunity to meet new friends, have fun and improve your social life while supporting pets in need of vets.

If you would like to receive information about how to join an existing group or to set up your own, please contact us or phone PDSA's Fundraising team on **01952 290999**.





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www.pdsa.org.uk

Registered charity nos.
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pdsa
 for pets in need of vets

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