

FUNDRAISING GUIDE

**PDSA, the
UK's leading
veterinary
charity**



We're PDSA

We believe that every pet deserves to live a happy and healthy life, with access to the correct preventive and emergency veterinary care, no matter what the circumstances of the owner.

Our veterinary services are funded entirely by public donations – a huge thank you is due to our supporters and volunteers, who ensure we are here to help sick and injured pets.



**300,000
pet owners
supported**

**Your donations
fund our pet
operations**

**51 dedicated
Pet Hospitals
and over 380
pet practices**

**Volunteers save PDSA
£12.2 million a year**

**It costs more than £60 million a year
to run our Pet Hospitals.**

What we do Geoff and Patch

Whether it's a single parent, a person with a disability or an isolated elderly person living on their own, we help people from all walks of life and in all sorts of personal circumstances. Geoff is one of the people we help; his story embodies all we stand for.

Ever since Geoff rescued Patch as a puppy the pair have shared an unbreakable bond, made possible by the vet treatment Geoff is eligible for from his local PDSA pet hospital. We make sure that Patch remains happy and healthy, allowing him to be a beloved companion for Geoff.

"My whole world revolves around Patch. His company is priceless and without PDSA I couldn't afford to keep him."

"Loneliness can be crippling and as I get older, conversations with other people seem to get further and further apart. Having Patch gives me a reason to get up in the morning, leave the house and a chance to meet people when we're out walking. Patch's friendship helps to ease the loneliness – I talk to him like a friend."

"I can't imagine my life without him."

Get in touch to get involved
0800 508 8323 fundraising@pdsa.org.uk

Raise money to help a poorly dog, cat or bunny

Aerobics

See if one of your classes can be turned into a fundraiser.



Bad habit box

Ask people to sponsor you for giving up a bad habit.

Bring and buy

Encourage friends and family to part with those unwanted gifts.

Car wash

A great fundraising idea to get the kids involved.

Car boot

An opportunity for a clear-out and a fundraising opportunity.

Dog walk

Offer your services as a dog walker or sitter in exchange for a donation.



Darts

Organise a local charity match.



Grow your own

Home-grown produce sold for a donation.

Good deeds

Help a friend or relation for a small donation.

Half marathon

13 needn't be unlucky for some – just the number of miles you need to run.

Jumble sale

An oldie but a goodie; everyone loves a bargain.

Kickabouts

Charity matches, hot drinks stand at the local league game or even a bucket collection.



Leg it!

Sponsored hopping, skipping, jumping, running, walking and even bouncing puts the legs to good use.

Music maestro

Ask a local band, choir or group to put on a performance and sell tickets in aid of PDSA.

Pub games

Stage a fundraising championship of traditional pub games – darts, skittles, dominoes, cards, etc.



Quiz

A themed quiz is great fun for all ages.

Raffle

A popular way to raise money. PDSA can advise on how this can work for you.

Treasure hunt

Arrange a safe, local route with clues leading to the treasure and get people to pay to take part.



Get Inspired

Uniforms

Ditch yours for the day in exchange for a donation or get sponsored to turn up in one.

Viral

The ice bucket challenge was a simple idea. Can you come up with a viral victory for PDSA?

Weight loss

Lose pounds to save hounds.

YOU!

Quite possibly the most important factor in any PDSA fundraising idea, alongside **YOU**r friends, **YOU**r family, **YOU**r colleagues, **YOU**r community.

Online fundraising

Your very own fundraising page is the most effective way to raise sponsorship from friends and family, near and far.

The following sites can help get you started:

[Justgiving.com/pdsa](https://www.justgiving.com/pdsa)

[Virginmoneygiving.com/charities/pdsa](https://www.virginmoneygiving.com/charities/pdsa)

So spread the word – the more people you tell the more money you will raise.



From Lycra shorts and running shoes to gentle strolls and walks with views

**Running or walking for PDSA are great ways
to raise money, not to mention your heartbeat.**

You don't have to be a budding athlete to make a difference as activities come in all shapes and sizes. Short, long or exceptionally muddy – the most important thing to remember is to have fun!

Some fun ones

Tough Mudder
Superhero Run
Colour Run
Great Midlands Fun Run
Born Survivor
The Big Fun Run

Some long ones

Virgin Money London Marathon
Great Manchester Run
Vitality British 10k
Great North Run
Great Birmingham Run
Edinburgh Marathon

Some walking ones

Thames Path Challenge
Trekfest
Isle of Wight Challenge
London to Brighton

**Get in
touch for a
running vest
or T-shirt**

**Some fun
runs welcome
four-legged
friends**

**Fancy a
Challenge?**

I I loved feeling part
of a team running
together for a
great cause.

**Alan Dodds, Great
Birmingham Run**



Get in touch to get involved
0800 508 8323 fundraising@pdsa.org.uk

Your donation creates a healthy pet nation

Even the smallest gift can make the biggest difference to the life of a beloved pet.

🕒 **£10** towards a month's arthritis treatment 🕒

🕒 **£5** for bandages that don't stick to pet hair, making them easy and painless to remove 🕒

🕒 **£3** for a week's course of antibiotics 🕒

£2,000

can buy a heated operating table

£100

buys a mobile drip stand for in-kennel treatment

£50

for lifesaving fluids during an operation

Biking has become one of the UK's most popular activities.

So what better time to get pedalling for pets
Here are a few to consider:

Nightrider

**Prudential Ride London
London to Paris**



When it comes to sponsored events, swimming is a great way to get fit and have fun.

Whether you're taking part in an open-water challenge or swimming lengths of your local pool, make sure you make a splash for PDSA.

**Great North Swim
Swim Serpentine**



Get Active

Anyone Can Help

Regardless whether you're a 6 year old running your first fun-run for PDSA, doing a sponsored silence for poorly pets, holding a coffee morning, running a marathon or shaving your head, you're all Pet Heroes and PDSA welcomes any support you can give us.

🕒 *I know how important people's pets are to them and PDSA does a fantastic job not only saving pets lives but also educating owners which I feel is truly important.* 🕒

Ellie Jewitt,
Virgin London Marathon

Get in touch to get involved
0800 508 8323 fundraising@pdsa.org.uk

Our groups put the 'fun' into fundraising

PDSA has a brilliant network of fundraising groups across the UK, all working together to raise vital funds and awareness of our work.

Add a bit of cheer

There's always a need for more fundraisers to help vets help pets so if getting physical isn't for you, why not join one of our 'cheering squads' and support them along the way?

Looking to set up your own group?

Why not start your own group with friends, family or colleagues. Call PDSA for help with getting your ideas off the ground.

You could do a collection at your local supermarket, place collection boxes in your local community, organise your own event like an open garden party, cake bake or tea party.

- ❶ I joined PDSA in 2005 on the admin side, before joining a fundraising group. I've really enjoyed fundraising for PDSA, helping poorly pets and making new friends. ❷

Glynn Roden,
Sheffield
Fundraising Group



Raise Some Serious Dough

Challenge your friends and family to show off their baking skills by whipping up some goodies to sell.

Our 'Get Together and Make Pets Better' fundraising pack is full of recipes, invitation cards and everything you need to make your 'Cake Off' a success.



- ❶ I get an enormous amount of satisfaction in being able to help PDSA raise much-needed funds for the vital work they do. ❷

Nahara Hanson,
Telford Fundraising Group

Get in touch to get involved
0800 508 8323 fundraising@pdsa.org.uk

**Don't throw
them away**

Recycling is a simple way to help PDSA and the environment

- Used stamps
- Foreign currency
- Printer cartridges
- Unwanted presents
- Cars (even if it's only good for scrap)

Please get in touch if you are interested in recycling to support PDSA.

Call **0800 508 8323**.



How to raise and collect

Online fundraising

Your very own fundraising page is the most effective way to raise sponsorship from friends and family, near and far.

The following sites can help get you started:

[Justgiving.com/pdsa](https://justgiving.com/pdsa) [Virginmoneygiving.com/charities/pdsa](https://virginmoneygiving.com/charities/pdsa)

So spread the word – the more people you tell the more money you will raise. Email your fundraising page link to your contacts and upload the page to social media.



Sending in the money you've raised safely

Congratulations on completing your fundraising activity and raising vital funds for PDSA. It's easy to send us your hard-earned donation or sponsorship:

Cheques – Made payable to 'PDSA' for the total amount raised. **Remember to include your completed Donation/Event Proceeds Return Form (see back page)** so we know who to thank and what the donation relates to.

Cash – Either deposit it in your bank account and send a personal cheque to PDSA or take it to the Post Office where you can get a postal order made payable to PDSA.

Over the phone – By credit/debit card – simply call 0800 508 8323 to make a payment over the phone.

Sponsor forms – Please remember to send us your completed sponsor forms so that we can claim back the Gift Aid and make your donation go even further.

All your sponsors need to do is provide their full home address, including the postcode.

giftaid it

**Boost your donation by
25p for every £1 you
donate to PDSA***

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Company Matching Scheme

Give your sponsorship a boost and see if your company operates a matched giving scheme. This means your employer will match any sponsorship that you raise for charity.

Get in touch to get involved
0800 508 8323 fundraising@pdsa.org.uk

Safe & Legal

Our supporters go to great lengths to help raise money for us. The guidance below will help you to plan a safe, legal and successful event in aid of PDSA.

Take some time to consider any risks that your activity might present and also any regulations you should abide by

Food Hygiene

Food safety laws apply when food is available, whether it is for sale or not. Ensure you follow food hygiene procedures. Contact your local council or Food Standards Agency for more advice.

Risk Assessments

Identify any hazards and assess any risks that you'll need to consider. Ensure you have adequate first aid cover available for the scale of your activity. Contact your local council for more advice.

Licences

Ask your local authority whether or not you need to obtain any special licences (such as public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council or landowner.

Raffles

If you hold a small raffle on the day of your activity you do not need a licence, so long as all ticket sales and the draw itself take place during the main event. For information and advice check the Gambling Commission and Institute of Fundraising websites.

Collections

It is illegal to carry out house-to-house or public street collections without a licence. Please contact the PDSA Community Fundraising team if you are interested in organising a collection.

The Money

For your own protection, if at all possible, the money you've collected should be witnessed to verify the total amount raised. People donating by cheque should make cheques payable to PDSA. All cash donated must be kept in a secure place and banked as soon as possible.

Insurance

Please remember you are responsible for the activity and PDSA cannot accept liability for any fundraising activity or event you undertake. If you are holding the event in a village hall or pub, check they have the appropriate insurance and that your activity is covered.

For advice on insurance please speak to your local insurance broker.

IF YOU'RE NOT SURE, GIVE US A CALL.

Call the PDSA Community Fundraising team on 0800 508 8323 and we will be more than happy to help.

Donation/Event Proceeds Return Form

This form can be used to send in any proceeds from your fantastic fundraising. If you decide not to fundraise but would still like to make a donation, you can use this form to donate by credit/debit card, cheque or postal order. Thank you.

Please Return To:
PDSA Community Fundraising
Whitechapel Way, Priorslee,
Telford, Shropshire TF2 9PQ

YOUR DETAILS

Title		Forename	
Surname			
Address			
			Postcode

Telephone	
-----------	--

If you are happy to receive updates on PDSA's work and fundraising via email then please write your email address below. You can unsubscribe at any time.

Email	
-------	--

Event Details (if applicable)	
-------------------------------	--

I enclose a donation of	£	
-------------------------	---	--

Visa		MasterCard		American Express		Solo		Maestro		CAF	
------	--	------------	--	------------------	--	------	--	---------	--	-----	--

Card no.																	
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Maestro only

Exp. date			/			Start date			/			Issue no.			
-----------	--	--	---	--	--	------------	--	--	---	--	--	-----------	--	--	--

Maestro only

Boost your donation by 25p for every £1 you donate to PDSA.

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

- ☐ YES – I want to Gift Aid donations I make now and any donations I make in the future or have made in the past 4 years to PDSA. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.
- ☐ NO – I am not a UK taxpayer (this will save us writing to you again about Gift Aid). *giftaid it*

Please notify PDSA if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all Gift Aid donations on your Self Assessment tax return or ask HM Revenue & Customs to adjust your tax code.

Signature		Date	
-----------	--	------	--

Protecting your personal data

PDSA and its subsidiary companies process your personal data in PDSA's database. We may use this information to contact you by post, telephone or email about our work, and to raise vital funds using appeals, competitions, trading offers, PDSA-branded financial services, volunteering opportunities or sponsored events. We may also use this information for planning or administrative purposes. Please write to us at 'Freepost PDSA' or phone 0800 019 9166 to tell us your preferred contact details.

It's good to share

Why not forward this guide to someone you think would be interested in helping PDSA.



For more information
call **0800 508 8323**
fundraising@pdsa.org.uk
or visit **pdsa.org.uk**

PDSA Community Fundraising Team
Whitechapel Way, Priorslee, Telford
Shropshire TF2 9PQ

 [@pdsa_hq](https://twitter.com/pdsa_hq)
 facebook.com/pdsa



pdsa
HELP A VET HELP A PET