

# 100 ways to support PDSA



## 100 ways to support PSDA

**Our 100th Birthday is here and we'd love you to raise funds and awareness about PSDA to help us celebrate!**

Throughout 2018 we will be celebrating our 100th Birthday. We have lots of exciting plans we'd love you to get involved in.

This eBooklet gives you 100 ideas, hints and tips to do just that and it's been created using ideas submitted by our marvelous PSDA staff from all over the UK.

It's divided into handy sections so you can find ideas to help you fundraise. Whether it's with family and friends, work colleagues or involves your local community there are plenty of ways to get involved.

## 100 ways to raise £100

We're setting you the challenge of raising £100 or more to help us celebrate our 100th birthday!

To kick start your fundraising why not use one of our 100 ways to get involved and make a real difference for a pet's life.

We cared for over 470,000 pets last year and we need your support to continue being there for the many pets and people that rely on PSDA.

Just think how many pets that money could help. So please read on and find an idea that you could do to help the many pets and people who rely on PSDA.

*“we teach as we work”*

- Maria Dickin CBE,  
PSDA Founder



Can you  
raise £100  
for 100 years?



# Be part of the story in Manchester

One of our biggest challenges in our Centenary year is to raise £2.4 million to build a new PDSA Pet Wellbeing Hospital in Manchester. By choosing a fundraising idea from this eBooklet and seeing it through you can play a big part in helping our vision become a reality.



**The next chapter in our relationship with Manchester is about three things: pets, people and the future.**

**The new pet Hospital will:**

- Help us save more pets' lives – as medical care and attention is desperately needed throughout the city
- Help us change more people's lives – by providing urgent support to those who cannot afford private veterinary care
- Create a lasting legacy – we are building an important resource for the city of Manchester.

We've been there for the people and pets of Manchester for over 90 years. And our story is only just beginning.

Having spent so long in the city, it's safe to say we've seen some changes. The need for our services has grown every year, veterinary medicine has evolved to meet it, and our passion for what we do is stronger

than ever.

What hasn't kept pace is the building. We've eked and adapted, mended and made do. But now, over 40 years after it first opened, our Pet Hospital is at breaking point.

That's why our new Pet Hospital is so essential. Not only will it help us save more pets' lives than ever before, the new Pet Wellbeing Centre will create a happier, healthier community by educating people about caring for their pets better, and preventing needless pain and suffering.

Together, we can create a remarkable legacy for Manchester – one which will transform lives for generations to come.

**Funds raised from many of the ideas in this eBooklet will go towards our Manchester appeal.**

Games and  
competitions  
are an easy way  
to have fun and  
raise funds



# Games

## 1 BOARD GAMES TOURNAMENT

Run a **board games tournament** with £10 entry fee - half the money to the winner and half to PDSA.

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## 2 GUESS HOW MANY BISCUITS

Fill a **jar** with **dog biscuits** and hold a competition to guess how many are in it. Pay per entry and the winner wins the jar.

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## 3 BUZZ WORD BINGO

We all know and use **office jargon**, so why not have some fun in the process! **Design a bingo board using phrases like 'transparency' or 'silo'** and get everyone playing along.

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## 4 PHOTOS

Run a competition to **match fellow employees with photos of their pets**, charge a small fee for a guess!

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## 5 PICK OUT A NAME

**Get 100 people** to pay £2 to enter into a pot. Once you have 100 people and therefore £200, pick a **an entrant's name** at random and that persons **wins £100**, with the remaining £100 going to PDSA.

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## 6 WHAT BEAR

Hold a **'Guess the name of the bear'** competition for a small fee per guess - with the chance to win the bear as a prize!

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## 7 TREASURE HUNT

**Hold an exciting treasure hunt**, you can use traditional clues or GPS. Ask for a contribution to **take part!**

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## 8 LUCKY NUMBER DRAW

100 square **lucky number draw**. £1 to enter your name for a square, with half the money going to the winner and half for PDSA.

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We have some  
wacky suggestions  
on how you can  
get involved in  
our 100 ways  
challenge





# Wacky suggestions

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## FACE YOUR FEARS

Set yourself a **challenge** by facing one of your fears and maybe even overcome it at the same time as **raising money**.

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## BEAN BATH

Take a dip in a **bath filled with beans** and get your family and friends to sponsor you or charge spectators to add another can of beans.

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## HEAD SHAVE

Brave the shave and go **bald** for a good cause.

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## DIE YOUR HAIR OR BEARD

**Die your hair** or beard bright and wacky colours (why not PDSA pink or teal?) and make a statement with your fundraising.

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## GO BUSKING

**Let your talent shine!** Once you have permission from your local authority and the right licence, all you need is a generous audience.

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## DUNK BOOTH

The perfect way to get **goopy revenge**. Ask for a small fee for the chance to dunk your boss, colleagues, family or friends.

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## BREAK A WORLD RECORD

Everybody wants to get into **The Guinness Book of World Records**. Bake the biggest cake, get the most amount of people face painted or wearing the most amount of clothes.

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## LEARN A NEW SKILL

You know that thing you always wanted to learn to do? From **juggling to drumming**, get sponsored and put on a show.

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We know kids love  
pets too so why  
not use one of our  
kid friendly ideas



# With kids

## 17 ART ATTACK

Children love to **get artistic**. Let them **create art pieces** that family and friends can **bid** for in a **mini art auction**.

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## 18 TEACHERS VS STUDENTS

Get the **kids in teams** for their favourite games and sports against their teachers. **Place bets on the winners**.

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## 19 TAKE PART IN PET DAY

Get your children at their local school or club to **dress up as** their **favourite animal** and ask **for a small donation** in return. Get more information here [www.pdsa.org.uk/](http://www.pdsa.org.uk/)

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## 20 COIN TRAIL

Ask every pupil to bring in any spare change, **lay them all out** in a trail and see **how far you can get**.

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## 21 MAGIC SHOW

Invite a magician to the school or club and ask budding magicians in to **get together** and **hold a magic show**.

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## 22 TREASURE HUNT

Set up a **treasure hunt** and ask for a small donation to take part, **winners can get a prize!**

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## 23 POETS CORNER

Run a **writing competition** for all of those **budding poets in you school** with a small donation to enter.

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Visit our website for  
help and guidance  
on putting on  
an event in your  
local community  
[pdsa.org.uk/fundraising](https://pdsa.org.uk/fundraising)



# In the community

## 24 ORGANISE A FUNDRAISING PUB QUIZ

Organise a fundraising Pub Quiz - and get your locals involved.

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## 25 HOLD A SPONSORED DOG WALK

Hold a sponsored dog walk in a local park encouraging local groups, residents, clients and colleagues to participate.

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## 26 PUT ON A LOCAL DOG SHOW

Put on a local dog show for friends and neighbours.

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## 27 BEETLE DRIVE

Host a Beetle Drive - an oldie but a goodie!

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## 28 HOST A CAR BOOT SALE

Host a car boot sale with refreshments to help raise even more.

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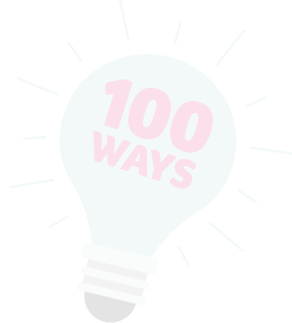
## 29 BIRTHDAY CAKE CHALLENGE

Birthday cake challenge - get everyone to **design and bake a PDSA 100th birthday cake**. Vote for your winner and charge for a slice of cake!

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# In the community



## 30 BAG PACK

Arrange a **Bag Pack** at your local supermarket where shoppers donate in return for you packing their bags for them.

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## 31 COMPETITION OR RAFFLE

Approach local **sports clubs** and **businesses** for competition and raffle prizes.

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## 32 DRESS DOWN DAYS

If they hold dress down days at your **children's school** or **partner's work**, ask them to donate the proceeds to PDSA.

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## 33 BRING AND BUY SALE

**Host** a Bring and Buy sale at a community venue.

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## 34 5K FUN RUN

**Take part in a 5k fun run** - check out [pdsa.org.uk](http://pdsa.org.uk) for some we're involved with.

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## 35 HOLD A SPORTS DAY EVENT

Ask a local **business** to hold a **sports day** event to raise sponsorship and increase **team building**.

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# In the community

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## GREEN FINGERS

If your garden is getting a bit cramped, **donate plants and cuttings**.

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## CAR WASH

**Host** a charity car wash.

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## ORGANISE A TALENT SHOW

Organise an **open mic night/talent show**, a charge a small fee for tickets.

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## LOCAL BAND GIG

**Ask a local band** to do one of their gigs as a fundraiser and donate ticket sales to PDSA.

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## TAKE PHOTOS OF PEOPLE AND THEIR PETS

**Offer to take photos of people and their pets** at your events and ask for a donation in exchange for the pictures.

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## TIME CAPSULE

**Create** a time capsule to celebrate memories of PDSA.

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## COMMUNITY DAYS AND PARADES

**Get involved** with community days and parades.

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100  
WAYS

100  
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100  
WAYS

You can support  
PDSA with a  
simple click  
with our online  
products and  
social media.





# Online

## 43 PDSA PET INSURANCE

Protect your pets against unexpected vet bills with PDSA Pet Insurance.

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## 44 GO SOCIAL

Go social. Follow PDSA on **Facebook**, **Twitter** or **LinkedIn**.

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## 45 PAYROLL GIVING

Sign up to Payroll Giving and choose PDSA as your chosen charity.

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## 46 GIFTAID

Sign up to GiftAid to help us maximise your donations.

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## 47 PDSA VET CARE RANGE

Buy your pet products from our PDSA Vet Care range.

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## 48 SET UP AN ONLINE GIVING PAGE

Set up a **JustGiving** page and let your friends and family know about your fundraising. You can link to our 100 ways page [www.justgiving.com/campaigns/charity/pdsa/pdsa100ways](http://www.justgiving.com/campaigns/charity/pdsa/pdsa100ways)

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100  
WAYS TO RAISE  
FUNDS &  
AWARENESS

Visit our website to  
find out how you  
can raise money  
by recycling  
[pdsa.org.uk/recycling](https://pdsa.org.uk/recycling)



# Recycling

## 49 RECYCLE ALUMINIUM CANS

Recycle aluminium cans **for money** at [thinkcans.net/cash-cans](http://thinkcans.net/cash-cans)

## 50 STAMPS

Recycle **used** stamps.

## 51 COINS

Recycle **foreign** coins.

## 52 CARTRIDGES

Recycle used **ink** cartridges.

## 53 OLD MOBILE PHONES

Call **0800 633 5323** to find out how.

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*“Animals too  
must have a  
better world  
to live in”*

- Maria Dickin CBE,  
PDSA Founder



The tougher the challenge the more you can raise. Pick an idea from our list or visit [pdsa.org.uk/challenges](http://pdsa.org.uk/challenges).



# Sponsored challenges

## 54 THREE PEAKS CHALLENGE

Take on a Three Peaks Challenge up the UK's highest peaks [www.globaladventurechallenges.com/challenge/3-peaks-challenge](http://www.globaladventurechallenges.com/challenge/3-peaks-challenge)

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## 55 TAKE A TREK

From **Machu Picchu** to **Kilimanjaro**, there is something for everyone if you're up for the experience of a lifetime [www.globaladventurechallenges.com/activity/trek](http://www.globaladventurechallenges.com/activity/trek)

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## 56 VIRTUAL SPONSORED WALK

Take on a virtual sponsored walk by setting a target but **clocking up the miles** in the **gym** or out **dog walking**.

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## 57 TRIATHLON CHALLENGE

Complete a **triathlon challenge** of any distance (Bike/Run/Swim). If you're uber fit why not try **100 miles for 100 years!**

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## 58 GIVE UP SOMETHING

Give up something you like **for 100 days**. It could be chocolate, alcohol, cakes, cigarettes or even social media!

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## 59 SWIM THE ENGLISH CHANNEL

Swim the English Channel - by doing the equivalent distance **in your local swimming pool**, either in stages or as a relay.

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## 60 100KM'S CHALLENGE

100KM's equals 100,000M's, and 100,000M's equals 250 laps of a 400M running track. **Speak to a school for permission to use their running track**. 10 people in a team **complete 25 laps each**. Completed as an individual event, **or teams compete against each others overall time**.

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## 61 SPONSORED SLEEP

Why not try **sleeping out** for the night in the garden or a local field. Alternatively, just take a really long sleep in your own bed

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# Sponsored challenges

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## CYCLE CHALLENGE

Cycle the “ **Grand Union Canal** ” towpath from London to Birmingham, covering 137 miles **over 2 – 3 days**.

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## CLIMBING CHALLENGE

**Climb a mountain** like Snowdon, Ben Nevis, Scafell Pike - **or all three**.

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## BE A SLAVE FOR A DAY

Auction yourself off to be a slave for the day - **cleaning windows, clearing sheds, gardening** etc. for the highest bidders.

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## DON'T LOOK DOWN!

Test your **head for heights** with a fundraising abseil.

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## FIREWALK

Put **mind over matter** by walking over hot coals.

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## MARATHON RUNNERS

If you have your own place in the 2018 London Marathon **join our largest ever team of animal lovers**. Or if you know someone else who has, ask them to join our team.

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## TAKE A JUMP

**Take on a skydive**. Check out locations all over the UK [www.skylineparachuting.co.uk/tandem-skydives.aspx](http://www.skylineparachuting.co.uk/tandem-skydives.aspx)

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# Sponsored challenges

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WAYS

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## BIKE CHALLENGE

Take on a 100 mile exercise **bike challenge**.

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## RUN FOR IT

Run a marathon **or half marathon**. Check out all of the charity places we have available on our website [www.pdsa.org.uk/get-involved/fundraise/fundraising-events/running](http://www.pdsa.org.uk/get-involved/fundraise/fundraising-events/running)

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## BIKE RIDE

Saddle up and hit the road for the **London to Paris** Bike Ride.

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## TEST YOUR EDURANCE

Test your edurance in a **mud and obstacle race**. Check out our charity places by visiting our website [www.pdsa.org.uk/get-involved/fundraise/fundraising-events/running/mud-and-obstacle-races](http://www.pdsa.org.uk/get-involved/fundraise/fundraising-events/running/mud-and-obstacle-races)

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73

## HIKE OR TREK

Hike or trek **through the countryside**.

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## SWIM

Take on an **outdoor swimming challenge**. Choose somewhere with **stunning scenery** like **Lake Windermere**?

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## THE PRUDENTIAL RIDE

Join the Prudential Ride London 2018 (29 July 2018 - **places available**, visit [www.pdsa.org.uk/get-involved/fundraise/fundraising-events/cycling](http://www.pdsa.org.uk/get-involved/fundraise/fundraising-events/cycling)).

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76

## TAKE A SELFIE CHALLENGE

Can you **get sponsored** to visit all 48 Pet Hospitals in a year - **taking a selfie** to map your journey.

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100  
WAYS

Support our Shops  
by donating  
your time, talent  
or treasure.





# Support our Shops

## 77 VOLUNTEER FOR 100 HOURS

Volunteer for 100 hours **in one of our PDSA shops** on your non-working days.

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## 78 100 BAGS OF STOCK

Get friends and family to collect and donate 100 bags of stock to our PDSA shops.

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## 79 DONATE 100 ITEMS

As a team effort donate items to our PDSA shops.

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## RECRUIT VOLUNTEERS

Could you help our PDSA shops to recruit for volunteers?

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Fun, food and  
fashion are key  
ingredients to  
fundraising  
at work.



# With colleagues

## 81 HOST A COOKERY CHALLENGE

Host a cookery challenge **at work**. Hold a competition to find the **master cake baker** or **champion chilli chef**. On judging day, once the winner has been announced, ask colleagues for a **donation to try all the tasty entries**.

## 82 HOLD A BAKE SALE

Hold a bake sale with a mix of **sweet and savoury** items on offer.

## 83 DRESS UP/DOWN DAYS

Donate to dress 'up or down' **on Fridays**.

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*“Bring in your  
sick animals.  
Do not let them  
suffer”*



-Maria Dickin CBE,  
PDSA Founder

Put the fun into  
fundraising  
with friends  
and family.



# With friends and family

## 84 AN EDWARDIAN BAKE SALE

Hold an Edwardian Bake Sale **with cake recipes from 1917**.

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## 85 LOOSE CHANGE

In most houses you'll find a **cup or dish** where people empty the **loose change** from their **pockets and purses**. Ask friends and family to to put it to good use and donate the contents of theirs to PDSA.

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## 86 OLD £1 COINS

Old £1 coins went out of circulation on 15 October but can still be deposited at banks. **Donate any that you find** to PDSA.

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## 87 GIVE DONATION SACKS

Make it easy for friends and family to donate items to our Shops **by giving** them **donation sacks** then bringing them in for them.

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## 88 GIVE A DOG A WASH

A dog wash (**with our PDSA Vet Care shampoo of course!**)

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## 89 HOST A BAKERY SALE

Host a 'barkery' sale **with pet friendly items for dogs and cats**.

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# With friends and family

## 90 GUESS THE WEIGHT

Guess the **weight** of the **cake**. Make a cake and ask people to donate to guess it's weight. **The winner gets the cake!**

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## 91 HAVE A BARBECUE

**Host** a fundraising barbecue.

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## 92 CURSE & SWEAR

Make yourself a swear box and every time you say a naughty word, **put some pennies in the box**.

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## 93 WELLY WANGING

Welly Wanging - **find a big field** and put on a competition.

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## 94 GET A DOG BOWL

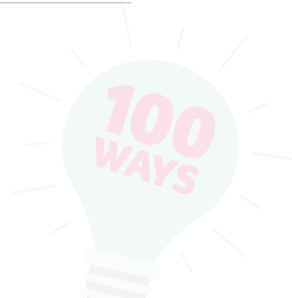
Get a dog bowl - the larger the better - **and leave it in a visible place** (out of reach of pets) in your home and ask visitors to fill it with a donation to PDSA.

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## 95 BED & BREAKFAST

**Ask friends or family that come to stay** to make a donation to PDSA for Bed & Breakfast.

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# With friends and family

## 96 100LBS FOR £100

100lbs for £100 - if you're **looking to get trim with friends** organise a weekly weigh-in at 50p each plus a 50p penalty for weight gain.

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## 97 COLLECTION CHALLENGE

Use old (clean) food containers to collect donations and hold a challenge to see **who can fill the most** over the year.

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## 98 A GOLF DAY

**Organise** a fundraising golf day, ask for a small fee to play.

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## 99 HOME-GROWN

If you keep chickens or grow fruit and veg, ask for a donation to PDSA in **exchange** for some **fresh eggs or home-grown produce**.

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## 100 PARTY GAMES

**Host a fundraising party games tournament** - use ideas from the Games section of this eBooklet.

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100  
WAYS TO RAISE  
FUNDS &  
AWARENESS

## How to raise and collect

Money raised from many of the ideas in this booklet will go towards our Manchester Appeal.

### Online fundraising

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

We've set up a specific JustGiving site for our 100 ways campaign: [www.justgiving.com/campaigns/charity/pdsa/pdsa100ways](http://www.justgiving.com/campaigns/charity/pdsa/pdsa100ways)

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

Once you've completed your fundraising activity and raised vital funds for PDSA, it's easy to send us your hard-earned donation or sponsorship:

**Via shops or pet hospitals** – You can take your money to your nearest PDSA Pet Hospital or PDSA Retail Shop. You can pay your money in there, but please make sure you give them as much detail as possible so that it can be processed correctly to ensure it's added to your PDSA fundraising record and allocated to our 100th birthday activity.

**Over the phone** – By credit/debit card – simply call **0800 508 8323** to make a payment over the phone and specify that the activity was for our 100th birthday.

**Sponsor forms** – Please remember to include any 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.



Choosing any of these ideas will help us save pets and change lives. Here's to the next 100 years of raising money.



## Before you start

At PDSA we're here to help you help us with support, advice and much more.

When you're organising your own fundraising event for PDSA – e.g. a coffee morning or sponsored dog walk – it's important to ensure a safe, legal and enjoyable event by considering the following:

### Show our charity number

By law, our PDSA registered charity numbers must appear on all posters and advertisements.

Please use this wording:

**PDSA registered charity numbers  
208217 & SC037585.**

### PDSA logo

Permission to use PDSA logo – e.g. on your advertising and websites – is not generally permitted.

### Sponsorship

Ensure you are sponsored by and collect donations from people you know and trust.

### Children

Make sure children are supervised and do not let them collect money from strangers.

### Raffles and lotteries

Please be aware that there are legal requirements for holding these. Please check with your local authority or the Gambling Commission to check the rules, or ring the PDSA Fundraising Team on **0800 508 8323** for advice.

### Alcohol

If you're 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.

### Collecting tins

Only use PDSA collecting tins when doing collections.

## **Safety first**

We recommend that you perform a risk assessment for your event. Consider first-aid provision. Some larger events may require a first aider to be present.

## **Council permission and informing the police**

- For events in a public area, you'll probably need permission from the local council.
- If you're having a collection, you'll need a permit issued by your local council's Licensing Officer.
- We would also advise that you inform the local police.

## **Food**

- Check the references and/or qualifications of suppliers – e.g. ensure caterers or food suppliers have the relevant Food Hygiene and Environmental Health certificates.
- Ideally, only use caterers who your local council/environmental health department have on their list of registered caterers.

- For cake sales etc., we recommend that you display a notice of ingredients, e.g. possible nut allergies.

## **Public Events**

If you're putting on an event at a public venue that involves members of the public, such as an open day or community fun day, please complete a Registration form and Risk Assessment.

**Visit the Fundraising page on Pawtal to download the forms.**

**Visit our Fundraising Pages for more information**  
**[www.pdsa.org.uk/get-involved/fundraise/organise-your-fundraising](http://www.pdsa.org.uk/get-involved/fundraise/organise-your-fundraising)**

How many of  
our 100 ideas  
can you do in  
our 100th year?

