



PetRescue
Community Fundraising Kit



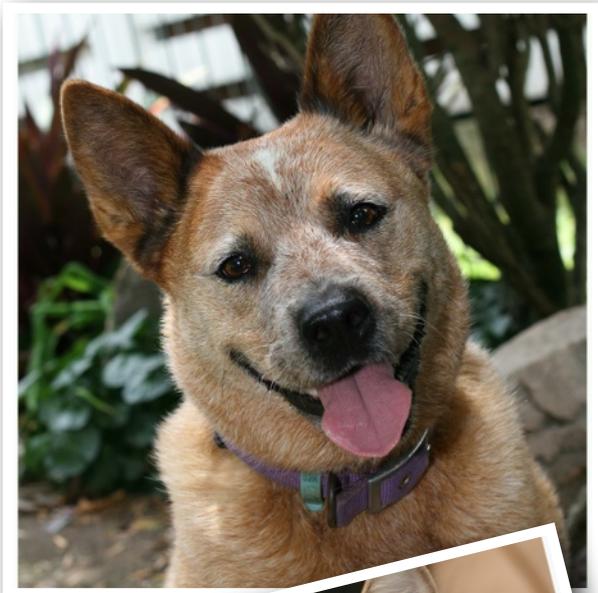
A big thank you for taking your first puppy steps towards fundraising for PetRescue!

We welcome all schools, clubs, community groups and individuals who would like to support the vital work of PetRescue.

To get you started on what will be a fun and rewarding journey, we've put together this kit.

Here, you'll find useful tips and guidelines for organising your own fundraising event or initiative, information to help you understand your responsibilities, plus some activity suggestions to get the ideas flowing.

If you still have questions after reading our Community Fundraising Kit, or you need to get your paws on some fundraising props, please contact our office on (08) 9200 6244 or email info@petrescue.org.au.



What's in your fundraising kit?

What happens when you answer the call to help us save lives? A short introduction to PetRescue and our vital work.

So, you've decided to fundraise... What next? Taking you through the simple five-step process, from planning to patting yourself on the back.

How PetRescue can help kick-start your campaign. A list of materials and resources PetRescue offers to support our fabulous Fundraisers.

Getting to know our fundraising guidelines. Find out about the rules and procedures we kindly ask all Fundraisers to follow.

Other ways you can get involved. More ideas to give you that warm and fuzzy feeling.



Q: What happens when animal-loving Australians, like you, answer the call to help us save lives?

A: You get one of the biggest successes on the internet!

We started PetRescue in 2004 as a small not-for-profit team dedicated to finding new homes for lost and abandoned pets. Since day one, we've been working tirelessly to give every independent foster carer, every rescue group and every single one of the community's homeless pets a voice — to reach the public, spread their message and give every pet the best chance of finding their forever home.

We continue to offer our services for free and invest heavily to make it easy for potential adopters to find and save a rescue pet. And in the last few years, we've seen animal welfare turn on its head, as many animal-loving Australians have saved a rescue pet and become advocates for positive change by sharing PetRescue with their friends.

The whole team at PetRescue is proud to be a part of this revolution.

Today, our website is the largest searchable online directory of rescue pets in Australia. We list thousands of pets for adoption every day, helping some 50,000 homeless and abandoned pets find forever homes every year.

But still, there are more pets killed every year because homes can't be found for them.

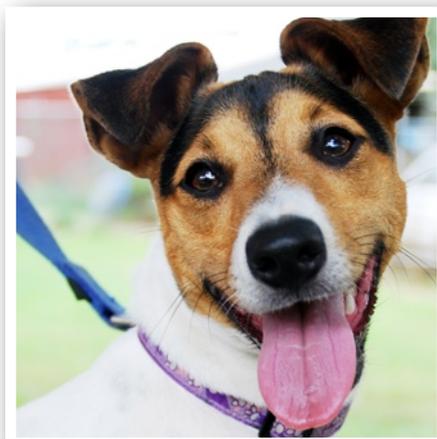
The alarming statistics

- Pound euthanasia is the leading cause of death among healthy companion animals in Australia.
- Around 40% of dogs and 80% of cats who enter pounds and shelters are killed.
- In countries like the US and UK, over 90% of homeless pets are able to find new homes when the community is given the tools to save them.

Positive power in your hands

We believe that you, the compassionate public, are the answer to saving every healthy, treatable pet.

By becoming a Fundraiser for PetRescue, you are directly helping us and our member rescue groups continue saving pets as we work towards a day where no animal is killed in a shelter for lack of a home.



So, you've decided to fundraise... what next?

Step 1 – Plan

Decide what type of fundraising event or activity you'd like to organise and outline the key requirements to make it happen. Check out our fundraising ideas below for inspiration.

Step 2 – Get online

Get ready for the fundraising fun by setting up an online fundraising page. Locate [PetRescue on Everyday Hero](#) and click 'Create a Supporters Page'.

Step 3 – Share

Share your dedicated fundraising page with friends and family to spread the word about your event.

Step 4 – Say thanks

Be sure to thank every one of your supporters personally with a 'thank you' when you receive their donation, whether that's in person, via email, letter or over the phone. A donor that feels appreciated is likely to thank you in return by spreading the word about your fundraising activity.

We have a simple thank you letter template that you can personalise for your supporters.

Step 5 – Take pride

To remind you how much your fundraising efforts and achievements are valued by the PetRescue team, we'll personally acknowledge your great work with a thank you letter and certificate of appreciation.

It's that simple! All of your raised funds will then contribute directly to vital services for the homeless pets of Australia.



How to raise \$150 in ten days

Day 1: Start your collection by donating \$10 yourself

Day 2: Ask your partner or a family member for \$10

Day 3: Place a donation box at your local store or café and aim to raise \$10 in coins

Day 4: Ask two of your co-workers for \$5 each

Day 5: Email three friends and ask them to donate \$10 online

Day 6: Mow a neighbour's lawn for \$10

Day 7: Cook a friend dinner in exchange for a \$10 donation

Day 8: Ask two people from your local church or community group for \$10

Day 9: Ask your boss for \$10

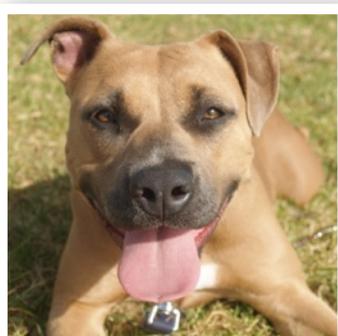
Day 10: Share your fundraising page on your social networks. Make this your last step, as people are more likely to contribute to an 'active' fundraising page.

Kick-start your campaign

There are heaps of ways PetRescue can help you get your fundraising event or activity kick-started...

A few fundraising ideas...

- A dog walk or dogs' day out
- Gala ball, dance or dinner event
- Fashion parade or sale
- Trivia night
- Cinema night (purchase tickets in bulk)
- Donation of services (e.g. car wash)
- Silent auction
- Sponsorship of a challenge (e.g. going without a vice, completing a marathon)
- A raffle
- A day out (e.g. wine tour, lunch in the city)
- Workplace morning tea (gold coin donation)
- Charity barbeque
- Book sale or car boot sale
- Office dress-down day (gold coin donation)
- Foreign currency drive (ask people to donate their foreign currency)
- International cuisine office lunch
- A 'match pet to owner' competition
- A cupcake morning tea
- Pyjama Day
- Everyday Hero event (City to Surf etc.)



Supplying your fundraising essentials

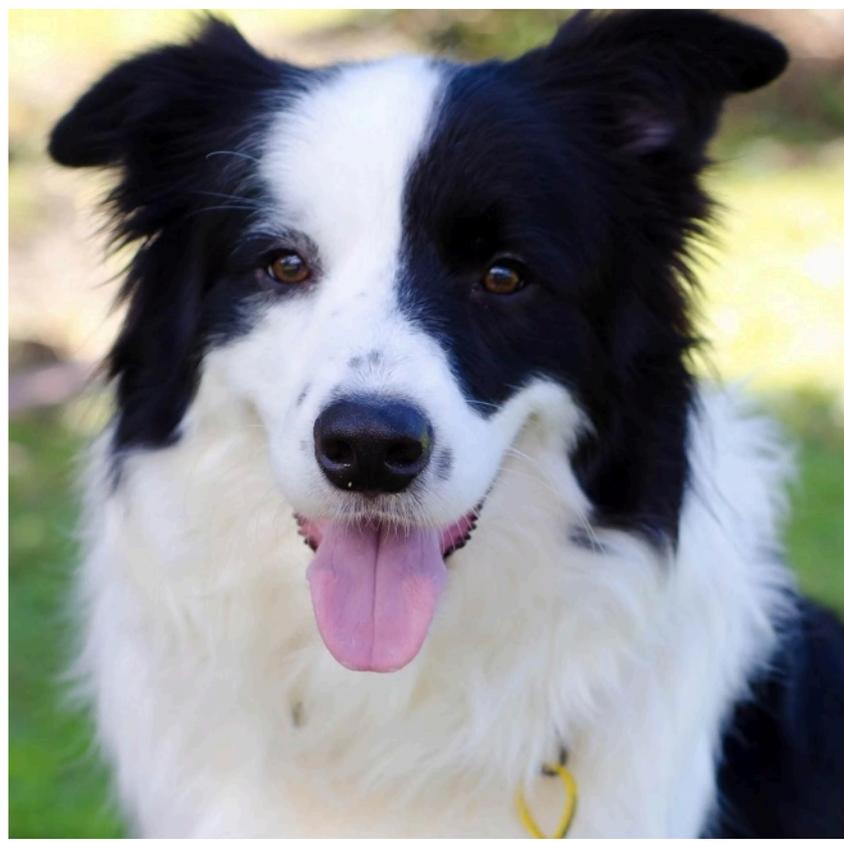
- Printable posters, wraps for donation tins and other useful materials
- The PetRescue fundraising logo to use in your promotions
- A Facebook post promoting your activity (pending approval) on our Facebook page
- A banner to display on your own website
- Tax receipts to your donors (automatically generated when they donate via Everyday Hero)
- Example thank you letters to make your supporters feel the love!

Visit <http://www.petrescue.com.au/fundraising>

What we're generally unable to provide

- Funds or reimbursement for any expenses incurred
- Contact lists for you to use in promoting your event (due to privacy legislation)
- Promotion of your fundraising activities to our database
- Distribution of press releases (or organising media coverage)
- Assistance in organising and/or marketing your event
- Staff to help coordinate or run the event itself
- Applications for permits, licences or insurances required (these are the responsibility of the organiser)
- Prizes and auction or raffle items
- Animals or animal handlers

Tips for a successful fundraiser



Make your goals ambitious but attainable

- Get each team member to raise \$10 each week towards the team's fundraising total
- Get 200 people to attend your fundraising event
- Get each team member to ask 30 people for a \$5 donation
- Hold one fundraising event every month for six months
- Put the FUN in fundraising

Take a planned approach

Brainstorm your ideas with a friend, then work out the steps you'll need to take to make them a reality.

Combine your efforts

Take a combined approach, making full use of both individual and team fundraising opportunities.

Network

Utilise your existing social networks – work, schools, clubs, friends and family.

Make use of your assets

Explore ways you can make use your own interests and strengths to raise funds.

Keep it simple

Keeping your fundraising ideas simple and low stress will make it enjoyable for everyone involved.

Keep listening

Listen to the ideas others share with you at every step, and be prepared to compromise.

Stay positive

Let your enthusiasm shine through in all you do – positivity is highly contagious!

Media, communications and publicity

Please do not contact any media without first speaking to our Media Relations Coordinator on (08) 9200 6244, or email info@petrescue.org.au.

If you are approached by the media for further information, it is important that you contact PetRescue immediately, before proceeding.

The Fundraiser is not authorised to speak on behalf of PetRescue, only about their fundraising activity.

The Fundraiser must not approach the media without prior approval from PetRescue.

All media materials and press releases must be approved by the PetRescue media team prior to circulation.

It is essential that Fundraisers contact PetRescue to gain approval before they contact or approach any public personality or celebrity.

If you wish to approach a corporate sponsor for cash sponsorship or a product donation, please check with PetRescue first to avoid jeopardising PetRescue's potential sponsorship agreements.

Any communications produced by the Fundraiser must specify the percentage of funds that will go to PetRescue.

You must not approach any business that:

- Receives significant revenue from the pet breeding or live pet sale industry
- In any way harms animals through its primary business
- Provides goods or services in the dog training industry (without prior consent from PetRescue)
- Has been convicted or fined for criminal offences within the past 10 years.

A fundraising activity supporting PetRescue must not:

- Devalue the PetRescue brand or bring the PetRescue brand into disrepute
- Grant an endorsement of any company, product or service
- Grant general, comprehensive exclusivity to any single company, product or service.



Use of the PetRescue name and logo

The correct terminology in using the PetRescue name is 'PetRescue' (one word) or our website www.petrescue.com.au. No alternatives or abbreviations should be used.

Fundraisers are not permitted to use the PetRescue logo at any time. A PetRescue 'supporter' logo is available.

If you wish to use any branded items in your fundraising activity, please discuss this with PetRescue first to ensure they are within our branding guidelines.

When naming your event, please note that our organisation's name is not to be used as part of the event name, as this would indicate that the event is being hosted by PetRescue. However, we encourage the use of our name in the supporting text to indicate that funds will support the organisation.

Here are some examples of acceptable name use:

Acceptable

Market Day, proudly supporting PetRescue

Fun Run, with net proceeds to PetRescue

\$2 from every sale will go to PetRescue

Not acceptable

PetRescue Market Day

PetRescue Fun Run

PetRescue's Silent Auction

Your communications must also clearly state the amount or percentage of funds raised that will go to PetRescue. Please make sure that you do not use our name in any way that would reduce respect for our brand, guarantee the quality of your fundraising, or create any confusion in the mind of the public between your fundraising event and PetRescue.

Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name or logo of PetRescue (otherwise known as unofficial merchandise).



Your responsibilities as a Fundraiser

To help you manage of your fundraising event appropriately and hiccup-free, here are some guidelines outlining your responsibilities as the organiser.

- The event will be conducted in the organiser's name, who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- The financial aspects, fundraising, raffles, auctions, record-keeping and management of the fundraising activity are the responsibility of the Fundraiser. Different states have their own legislation, which the Fundraiser needs to be aware of before they start fundraising.
- The organiser must ensure the activity is run in accordance with the relevant charity's legislation and must obtain any permits, authorities or licences needed. For example, permits are required by councils and shopping centres for events in their area/on their premises and state government permits are also required for the conduct of raffles or prize draws.
- For any activity that involves the collection/exchange of cash, procedures must be put in place to keep cash secure. Don't hesitate to contact PetRescue with any questions about security.
- The Fundraiser is responsible for adhering to relevant legislation, if the activity involves the sale of food for human consumption. Food safety is vital, from preparation and handling to storage and sale.
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services, if required.
- PetRescue does not provide public liability insurance for Fundraisers. The Fundraiser is responsible for obtaining adequate public liability insurance in respect of the fundraising activity (including all components involved in staging the activity). The Fundraisers must, if requested by PetRescue, supply proof of that insurance.
- Organisers must request approval for the use of our name on any communications and cannot, under any circumstances, use our photos or logo without permission.
- The organiser holds all funds raised from the public on behalf of PetRescue until the event/activity is completed and needs to ensure the funds are kept in a secure place and delivered to PetRescue within 30 days of the event taking place.
- All monies should be submitted to PetRescue via an [Everyday Hero fundraising page](#) (see page 3. for full details).
- Telemarketing, door-knocking and the soliciting of donations in public places are not permitted.
- Children under 16 years of age must be accompanied by an adult when collecting donations.
- We reserve our right to terminate our support for the fundraising activity/event at any time, if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities, or for any other reason.
- Whilst PetRescue does offer advice and support for external fundraisers, PetRescue is not to be recognised as the organiser of these events. As a consequence, all issues involving financial and public liability and public safety are the full responsibility of the Fundraiser. PetRescue will not be liable for expenses incurred from running or promoting the event.
- Fundraisers are not employees or agents of PetRescue, nor are they acting in any other representative capacity for PetRescue. Fundraisers undertake fundraising activities at their own risk. Responsibility for insurance rests with the Fundraiser.
- The organiser agrees to release PetRescue, to the fullest extent permissible under law, for all claims and demands of any kind associated with the event.
- The organiser agrees to indemnify PetRescue for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event, caused by your breach of these responsibilities or your negligence.



Thank you!

Other ways to get involved

Fundraising is just one way you can help PetRescue and its rescue members save pets. Here are some extra ways for you to take action on behalf of animals...

Like, share & follow

Join PetRescue on Facebook or follow us on Twitter and share our news with your friends and tweeps.

Find us now on Facebook
<https://www.facebook.com/PetRescueAU>

and Twitter
<https://twitter.com/petrescue>

Print a poster

Spread the word at your workplace, school or local shops by printing and posting our great new 'Who says you can't choose your family?' posters, available online in A4, A3 and A2 sizes.

Go grab a poster.

<http://www.petrescue.com.au/print-a-poster/>

Put us on your website

If you have your own website, why not add a link to Petrescue.

Find out more about PetRescue links.

<http://www.petrescue.com.au/link-to-petrescue/>