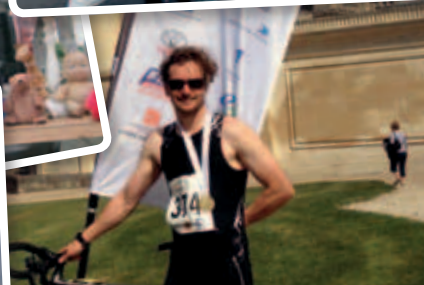




you can do it for SPANNA



How YOU can fundraise for
the world's working animals



YOU can change the lives of working animals around the world

If you're thinking about raising money to help hardworking animals in developing countries, this booklet is bulging with ideas to fire your imagination, together with helpful tips and advice.

You can raise money for SPANA in all sorts of ways, from running a marathon to selling cakes. Organising a fundraising event can be the perfect opportunity for a get-together with friends and family, or you may want to fulfil a lifetime ambition. Whatever you do – and however much you raise – your support will help make a real difference to the world's working animals.



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Call our events team on 020 7831 3999
or email events@spana.org

Every penny YOU raise will help us save more animals like Faiza

Faiza spent over 24 hours immersed in a freezing cold stream after she fell down a steep river bank in Jordan. When someone finally noticed her and raised the alarm, a SPANA mobile clinic that was in the area rushed to her aid. At first glance, our team thought they were dealing with a tragic fatality. But amazingly, there was still a spark of life in Faiza. Our team managed to get Faiza out of the stream onto the bank. With a vigorous massage and rubbing down they injected a little more life into her. But how on earth were they going to get Faiza up out of the steep gully?

One of our team saw a pair of donkeys ploughing a nearby field and went to ask the owner for their help. Soon, ropes were dropped down to the stricken donkey and slowly but surely the cold, wet animal was pulled up the side of the gorge. She was taken back to our clinic in the SPANA ambulance and put into a support because she was too weak to stand. Our dedicated team nursed Faiza around the clock and a few days later she had regained enough strength to stand on her own four hooves.



Faiza recovering at the SPANA clinic in Jordan.



Our mobile clinic arrived just in time to save Faiza's life. SPANA vets carefully put Faiza in a harness so she could be pulled up the steep gorge.

Two working donkeys helped to pull Faiza to safety.

Where the money goes

SPANA is the charity for the working animals of the world. We work in some of the world's most poverty-stricken countries, caring for horses, donkeys, camels and other animals that endure hardship and backbreaking toil. Our vision is a future where all working animals are treated with respect, care and compassion. Find out more about our work at www.spana.org or take a look at the leaflet in the back of this booklet.

We are more than just an animal charity

We support animals that some of the world's poorest people rely on. By saving animals, we help prevent vulnerable communities falling deeper into poverty.

We receive no government funding

We rely almost entirely on caring and compassionate people like you. It really doesn't matter how much you raise, every penny will support our lifesaving veterinary work and education programmes across Africa and the Middle East. Your donations also help us respond to emergencies around the world that threaten the lives of animals and their owners.

Here are just a few examples of how the money you raise will go a long way for the world's working animals:

- **£9.35** can provide a properly fitting harness to replace one that causes painful sores

- **£15.00** buys 25 padded doughnut bandages to protect an animal's wound so it can heal

- **£38.07** pays for a medical kit including antibiotics and injections to treat wounded animals

- **£50.00** can buy five animal welfare books and an encyclopaedia to educate children in the countries where we work

- **£87.60** can immunise 60 donkeys against deadly tetanus

- **£150.00** can help to pay for an adult education workshop, where owners can learn about animal welfare

Top 10

These are our favourite fundraisers! Whatever you do, our events team is here to help. There are extra materials in the back of this booklet, or available to download online too!

1 Running

Running is a great way to fundraise and get active and healthy at the same time! Whether you jog a mile with a few friends or take on a marathon challenge, all you have to do is get sponsored by as many people as possible using the sponsorship form in the back of this booklet. Get in touch for details about runs that SPANA has places in and for more ideas and information visit www.runnersworld.co.uk. Don't forget to order your free SPANA running vest!



4 Rattle a tin



A little of your time could raise a lot for working animals. Our events team can help you get permission to collect donations in a public place (see Dos and Don'ts) and provide you with t-shirts and collection tins. We've also got stickers and leaflets for you to give away.

5 Quiz night

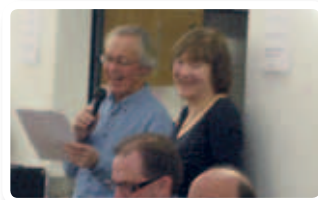
Arrange a quiz night at a local pub, club, at work or simply at home. Teams could donate a suggested entry fee of £5 per person. Why not make your questions animal or Africa themed?

6 Sponsored walk

Easy to organise and a great opportunity to spend time with friends or family. Get sponsored individually or as a group, or you could ask people to make a small donation of £5 or £10 to join your walk. You could even give your walk a working animal theme by making a canal towpath or bridleway part of your route. Check out the Stride Out event pack for more ideas (see page 9).

7 Get talking

Arrange a fundraising talk to a group or society in your local area. You'll be spreading awareness of the suffering of working animals as well as raising vital funds by asking for a small entrance fee or inviting donations. Our events team can send you a talk pack including a DVD and PowerPoint presentation to help you.



8 Collection box

One of the easiest ways to raise much-needed funds for working animals. Order a collection box using the form enclosed and place it in a local pub, shop, veterinary surgery or at home. You might be surprised by how much people's loose change can really add up!

9 Skydive

Always wanted to do a skydive? This is the perfect opportunity. Tandem skydives are a brilliant way of raising money and are great fun too, so why not give it a try? Go on, you can do it!



2 Cake sale

This is a sure-fire fundraising hit! Get baking or decorate plain pre-baked cakes from the supermarket. Get creative and give your cakes an animal theme, or how about a carrot cake? Cake sales are great at work, school or as part of a larger event such as a fête, craft fair or country show.



3 Coffee morning

Easy to organise and a great excuse for a get-together with a few friends or neighbours. Guests could make a suggested donation of £5 or £10 for a cup of coffee or tea and a slice of cake. Why not play our 'Who munched the carrot?' game (see inside back cover of booklet) and raise a few extra pounds.



10 A little hardship

Give up chocolate for a week, cycle or walk to work instead of getting the bus, or stay in for an evening instead of going out. Give what you would've spent to help animals who experience hardship every day. You could get your friends and family involved to raise even more money! Or why not ask for donations instead of presents for your next birthday or at Christmas?



Top Tip

Set up a JustGiving page. It only takes a few minutes and means that friends, colleagues and relatives can sponsor you or donate to your event directly online. Visit www.justgiving.com/spana.

Individual fundraising

Here are a few ideas if you want to organise your own event or challenge. Whatever you do though, you won't be alone. Hundreds of other people around the country will be raising money for SPANA too – and our events team will be with you every step of the way.

Top Tip

Go to your best sponsors first. Others will follow the amounts they promise to give you.



On the wagon

Get sponsored to abstain from drinking for a week or a month.

Car boot/ eBay sale

It will feel good to have a clear out, and the proceeds could help save the lives of working animals.

Book stall

Turn your paperbacks into pounds and your hardbacks into hard cash.

I did it!

Eileen has raised thousands of pounds for SPANA since 1993 by holding regular stalls selling items such as homemade crafts, cards and marmalade. "SPANAs work is very impressive. I was especially moved by the emergency work in Sudan."



Thank You

£38.07 pays for a medical kit including antibiotics and injections to treat wounded animals.

Other individual fundraising ideas:

- **Trough of beans** – get sponsored to take a dip in a bath of beans
- **Jar of sweets** – fill a jar and get colleagues or friends to guess the number of sweets
- **Sponsored silence** – would people pay to keep you quiet for a day?

Feeling adventurous?

Why not take part in an incredible overseas challenge? You could scale the heights of Mount Kilimanjaro, cycle across Peru to Machu Picchu or run the incredible New York Marathon.

Visit www.discoveradventure.co.uk or www.sportstoursinternational.co.uk for more information.



STRIDE OUT!
for
working
animals



If you're planning a sponsored run, walk, cycle or horse ride to raise money, make it part of SPANA's annual **Stride Out** fundraising event. You can Stride Out as far as you like, with whoever you like! And you can get a FREE event pack complete with donkey ears!

For more information visit
www.spana.org/strideout

Call our events team on 020 7831 3999
or email events@spana.org



Group events

The more the merrier! Why not get together with colleagues at work or with your local club, team or society to raise money for working animals. Our events team is on hand to provide you with everything you need to make your group event a big success.

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Safari dinner party

Great fun for small groups and doesn't heap all the pressure on one person. Have the starter at one house, main course at another and sweet at the next. You could cook SPANA country themed dishes such as a Moroccan tagine.



We swear by it!

A swear box is another guaranteed money spinner at work. Or instead of swearing, ban talking about soaps, celebrities or sport for a week!

Thank You

£87.60 can immunise 60 donkeys against deadly tetanus.

Cocktail evening

Why not hold an animal themed cocktail evening? Anyone for a 'Moscow Mule' or a 'Bucking Bronco'?



Great in the workplace!

Caption competition

Find a funny animal photo or one from your last office party and hold a caption competition. Colleagues donate to add their captions. The winner receives the framed photo to display on their desk.

Dress down day

Your work colleagues will donate handsomely to get out of their suits for a day.

Going, going, gone

A great event for societies and clubs – hold an auction of donated items. Or, as a fun twist, ask people to donate their skills and services for an auction of promises – such as dog walking, landscape gardening or baking a favourite cake.

Top Tip

Get everyone to agree to Gift Aid – it'll boost your fundraising by a quarter!

Other group ideas:

- **Picnic in the park** – get together with friends or colleagues on a sunny Sunday.
- **Pony trek or gymkhana** – perfect for riding or pony clubs!
- **Bag packing** – at a supermarket is a real money-spinner for teams, schools and clubs.

Make an ass of yourself

Raise a smile... and a few quid too!

SPANAs cause may be serious, but the fundraising doesn't have to be. There's nothing wrong with making an ass of yourself if it raises much-needed funds for working animals.

Four-legged walk

Why just have a sponsored walk, when you can have a fancy dress four-legged walk with friends, colleagues or family? It's like a three-legged race but with three people instead of two. Your support will help animals that have to walk mile after mile, day after day.

Go carrot crazy!

Have a crazy carrot themed day! Bring in carrot cake, sell carrot soup, play our 'Who munched the carrot?' game (see inside back cover of booklet).

Get sheared

Get sponsored to shave your head for SPANA, or you could even create a pony tail!



Do the donkey work

Make tea for family or colleagues, wash up, do the ironing – it doesn't matter as long as you get donations for doing the donkey work.

Other fun ideas:

- **Dress up as a donkey** – get sponsored or invite donations. Oh... and please send us a picture to events@spana.org.
- **Karaoke Party** – everyone donates to sing a song.

Thank You

£50.00 can buy five animal welfare books and an encyclopaedia to educate children in the countries where we work.

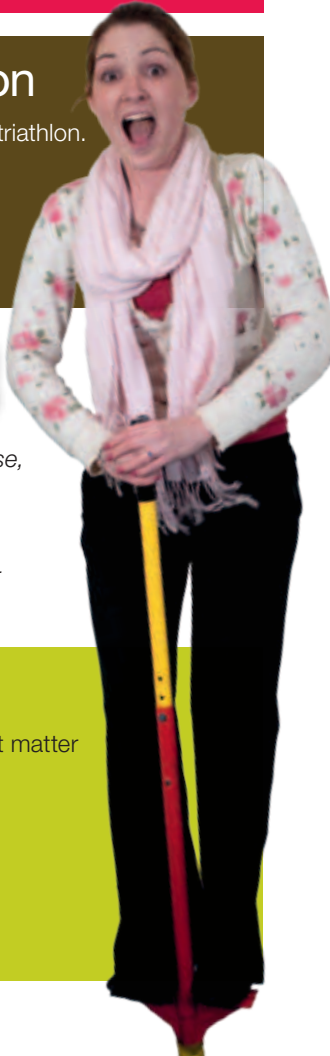
Wacky triathlon

A fun twist on a traditional triathlon. For example:

- Stage 1: Pogo stick
- Stage 2: Hobby horse
- Stage 3: Kid's scooter

I did it!

"It is such a worthwhile cause, giving help in so many positive ways, to animals and humans. It has been a pleasure to raise money for you." Marion raised £335.



If you're taking part in a running event you could wear one of our realistic 17kg donkey costumes! It's not a challenge for the faint-hearted but SPANA's donkey costumes have already completed the Great North Run, the London 10k and the London Marathon.

Nic from SPANA is pictured here partway through putting the costume on.

Call our events team on 020 7831 3999
or email events@spana.org



Ideas for kids

Hobby horse race

Decorate those brooms or mops and organise a good old fashioned hobby horse race. Parents could donate a pound or two per pony and the winner gets a rosette.

Doughnut decorating

Set up a stall and make a small charge for decorating doughnuts. Great fun and the kids get to eat their creations. Works well at fêtes and fairs.



Bob-a-Job

Get paid for washing dad's car or mowing a neighbour's lawn and send SPANA your earnings.



Thank You

£15.00 buys 25 padded doughnut bandages to protect an animal's wound so it can heal.

Non-uniform day

With the school's permission, organise a non-uniform day and raise money for hardworking donkeys and horses.



Ideas for students

Watering hole crawl

Who's up for a fancy dress pub crawl? Take some collection tins and raise a packet for working animals. See 'Dos and Don'ts' about permissions.

Xbox marathon

Who's up for a 12 or 24 hour session of 'Halo', 'Call of Duty' and 'FIFA 13'? Get sponsored or make a donation to take part.

Get swapping

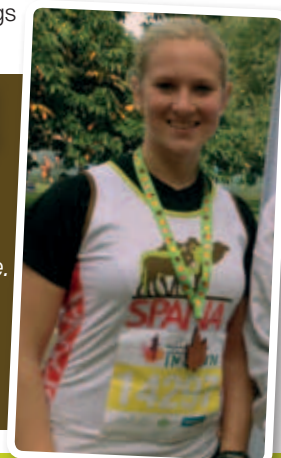
No need to splash out for new stuff, swap your old clothes, DVDs and computer games. Everyone has to make a donation if they want to join in the fun.

Muck out

Offer to tidy the student digs in return for donations.

I did it!

Ingunn Hetland is studying BSc Animal Science at Writtle College. She raised £350 for SPANA by running the Royal Parks Foundation Half Marathon.



Top Tip

Whatever you're doing, share it on Facebook. Become a fan of our Facebook page too at www.facebook.com/spanacharity.

Call our events team on 020 7831 3999
or email events@spana.org

What support can YOU get?

The best organiser is an organised organiser. So have a think about what you'll need to make your fundraising run smoothly. However you choose to raise money for working animals, our events team is here to make your life easier and help you have a successful event. There's also a useful fundraiser's checklist on the reverse of this booklet so make sure you tick everything off the list!

To help you get started, there are a few fundraising materials in the back of this booklet such as:

- Sponsorship form
- SPANA leaflet
- Blank poster
- 'Who munched the carrot?' game

Complete an order form

In the back of this booklet you'll also find an order form that you can use to request a range of extra free materials to help you organise and promote your event. For example:

- Collection boxes or tins
- Stickers
- DVD about SPANA
- Running vest or cotton t-shirt
- Leaflets
- Gift Aid donation envelopes
- Stride Out event pack
- Posters
- Press release
- Talk pack

Downloads

You can save us money by downloading and printing out some of the extra materials you need – just visit www.spana.org/events.



Get your event noticed with **posters and leaflets**. Spread the word on **social media** and we can help with local **press coverage** too!

What else can YOU raise?

Raise double

Many companies are happy to match their employees' fundraising, so why not ask your place of work?

Raise awareness

As well as raising vital funds, SPANA also needs to raise awareness about our cause to help us find new supporters. Could you put up a poster at work or in a school? Perhaps you could leave a SPANA News magazine in a doctor's, dentist's or vet's waiting room? Or could you put leaflets out at your local community centre?

Raise your voice

Give a talk about SPANA to your friends and family or in your local community. We have a specially designed pack to help you. It includes a DVD with a short film about SPANA, plus a PowerPoint presentation with speaker notes.

Raise extra with Gift Aid

For every £1 people donate, we can claim an extra 25p back from the Government if they are a UK taxpayer. So, really encourage your family, friends and colleagues to maximise their sponsorship money by ticking the Gift Aid box on your sponsorship form, or using Gift Aid donation envelopes. When organising an event, if you can ask for suggested donations rather than setting ticket prices, then these donations are also eligible for Gift Aid.

Raise money in other ways

There are lots of ways you can raise money for SPANA including sending in your used stamps, postcards, ink cartridges and mobile phones. Further information is available at www.spana.org/events

Raise a smile

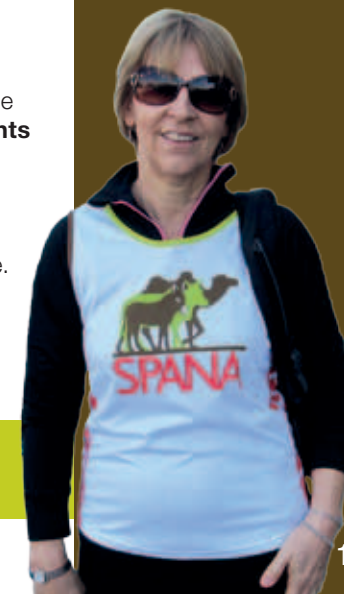
You may find that colleagues or friends are more likely to get involved if you're planning to have some fun while you fundraise. Don't forget to use the 'Who munched the carrot?' game in the back of this booklet to have some extra fundraising fun at your event.

Call our events team on 020 7831 3999
or email events@spana.org



I did it!

"The hills were hard work but I kept thinking about the work of the poor animals that SPANA helps, so that kept me very positive." Amanda raised £485 by taking part in a 20k walk.



Some important *Dos* and *Don'ts*

☒ **DO send your money in**

Once you've raised your money you can get it to us by post or by using a credit/debit card. Please see the enclosed paying in form for further details.

☒ **DO inspire others**

Get as many people involved as you can. Put up a poster at work, give a talk, share on Facebook and Twitter, contact your local press, set up a JustGiving page and email us if you want us to publicise your event online.

☒ **DO it again**

If you enjoyed fundraising for SPANA, why not do it again? We need all the support we can get to provide lifesaving care for working animals.

☒ **DO ask for help**

We're here to support your fundraising efforts, so please ask if you need anything at all. Just call our events team on **020 7831 3999** or email **events@spana.org**.

☒ **DO check it out**

For further fundraising guidance visit **www.institute-of-fundraising.org.uk/guidance** for advice on handling money, organising raffles and street collections. Please note there are strict laws relating to raffles and lotteries.

☒ **DO take your camera**

We'd love to see pictures or a video of your event and may even feature them in our supporter newsletter or on our website. Email your photos and stories to **events@spana.org** or share them with us and your friends at **www.facebook.com/spanacharity**.

☒ **DON'T collect without permission**

Collections in public places such as shopping centres or pubs can raise a lot of money – but you will need to request permission from your local authority or from the owner/manager of any relevant pub or shop.

☒ **DON'T serve alcohol unless you're licensed**

For events away from home, make sure your venue has an alcohol licence. If it doesn't then apply to your local council. If you are serving food please visit **www.food.gov.uk** to make sure you comply with food safety laws.

☒ **DON'T take any chances**

Whatever you do, please do it safely. SPANA cannot accept liability for any loss, damage or injury as a result of fundraising for us. If you're using a venue, check what public liability insurance they have, and it is advisable to carry out a risk assessment. If children are involved, make sure they are properly supervised and you've made provisions for lost children at your event. Don't take on a marathon or other physical challenge without a training plan and consulting your doctor.





Fundraiser's checklist

- ☐ Decide how you want to raise money
- ☐ Set a fundraising target
- ☐ If you're planning an event, think about who you are going to invite and choose a date and location suitable for everyone
- ☐ Set up a JustGiving page to make online giving for your friends and relatives easy
- ☐ Use the enclosed order form for additional materials to help you have a successful event, such as collection boxes, SPANA leaflets, posters or a talk pack. Or download extra materials at www.spana.org/events
- ☐ Use SPANA posters and a press release to publicise your event
- ☐ Spread the word about your event through Facebook and Twitter
- ☐ Let SPANA know about your event so we can help with ideas and publicity
- ☐ Tell donors to tick the Gift Aid box on your sponsorship form (enclosed) or fill in a Gift Aid envelope (available on request)
- ☐ Take pictures, or even a video, at your event and share them with us and your friends
- ☐ Send in the money you raise using the paying in form (enclosed)

Registered charity no: 209015

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A big thank you!

We can only continue our vital work with your support.