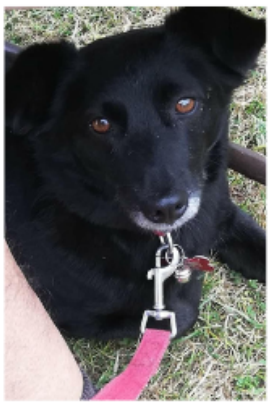
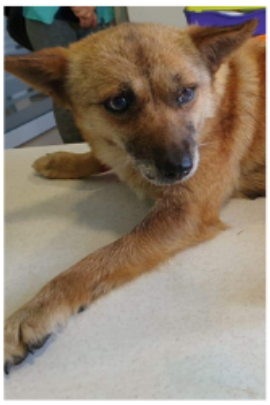
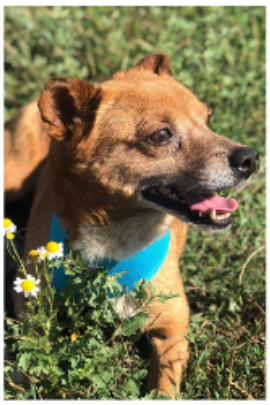


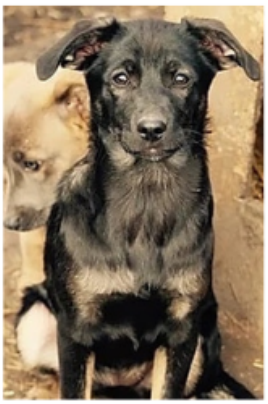


FUNDRAISING PACK



BARKING MAD DOG RESCUE

DO SOMETHING BARKING MAD IN SEPTEMBER 2023



Thank you for your interest in being Barking Mad to raise money for our dogs this September. Every penny means so much to us, and to every dog in our care.

Do you know that

- we spend £7,000 each month on dog food alone?
- we care for around 550 dogs and puppies at any one time?
- in total, we feed around 500 dogs every single day?
- we also treat all our dogs for fleas, worms and ticks, neuter/spay and pay for any other veterinary care they need?

How your fundraising will help

£10 can de-flea and worm a dog or puppy.

£30 will feed a healthy dog for one month

£50 feeds a puppy for one month.

£40 can spay or neuter a dog

£60 provides special food and care for a poorly dog for a month

£360 sponsors a dog for a year

In this guide

In this guide we cover:

- How to order your limited edition fundraising t-shirt
- Ideas for fun ways to be Barking Mad and raise money in September
- Ways to set up your sponsorship or donation site, or to send your funds raised to us
- The small print - including legal and other important information you need to know about fundraising

How to order your limited edition fundraising t-shirt

We have designed an exclusive Barking Mad t-shirt for people taking part in our 2023 fundraiser. Wear it with pride as you raise money and be the talk of the town! BMDR makes about 10% of the purchase price of each t-shirt. They will only be on sale until 30th September 2023.

https://barkingmaddogrescue.teemill.com/collection/2023-fundraiser/

Ideas for ways to get Barking Mad and raise money in September

When it comes to September fundraising, you don't have to do something wacky or wild to be Barking Mad! - sometimes the oldies are the goodies (a lot like our dogs!) but if you are looking for inspiration to do something different, here are a few ideas and examples of previous fundraising to get your creative juices flowing. Don't forget to wear your exclusive BMDR t-shirt during your fundraising efforts!

Get active!

Sponsored dog walk
You could set yourself and your dog a daily distance to complete throughout the whole of September, or organise a group walk for people in your local community or dog class. Make sure if you arrange a group event that you take poop bags with you and that the route has bins along the way, or that you have facilities to carry any poop bags until you can find a suitable place for disposal.

Sponsored bike ride
Whether it's 20, 100, or 500 miles why not do a sponsored bike ride?
Jessica and Keith rode to Paris from London on a tandem! Their brave and compassionate friends Maz, Lara and Helena joined them on their road bikes. Jess said she was walking like a duck for a few days afterward but definitely worth it for that fantastic fundraising total of over £1000!

Climb a hill or mountain
Why not choose a hill or mountain to climb, whether it's Helvellyn in the Lake District, Haddington Hill in the Chilterns, Black Down in the Mendips, the Long Mynd in Shropshire or your local hill. Get people to sponsor you, or why not get a group together with each person donating an amount to join the walk.

Robert W. climbed the national three peaks in just over 24 hours and raised a whopping £1475

You don't even have to leave your house to climb a mountain - during the COVID-19 lockdown Beth H spent nearly 22 hours climbing her stairs at home - reaching the equivalent height of Mount Everest and a superb fundraising total of £1200.

Swim, swim, swim

Are you a cold water swimmer, or maybe you fancy giving it a try and raising money for BMDR at the same time? Or maybe you prefer the comfort of your local swimming pool to do a sponsored distance, or number of lengths.

Take part in a competition

There are lots of active events going on around the country that you could take part in to raise money for BMDR. Whether it's a triathlon, canicross event with your dog, muddy run, parkrun, cold water swim or a cycling sportive, all are fun ways to challenge yourself and raise money.

Hold an event

Holding an event can be a great way to raise money. Here are just a few ideas:

- Organise a **quiz night** - this could be in the village hall or local pub. Get each team to pay to enter, with some of the entry money going to the winners and the rest to BMDR
- Have a **cake stall** - ask friends and family, and people from the local community to make a cake or buns and then hold a stall at church, work or at a local community event, with all proceeds going to BMDR. You could even offer homemade doggy treats on the stall. There are lots of recipes online or we have some we can share from our BMDR dog treat recipe book.
- Organise an **afternoon tea party** with attendees paying a donation to attend. you can ask friends, family or local shops if they will donates cakes, tea and coffee for your event.
- Host a **dog show** with different fun classes like waggiest tail, best smile, best ears etc. Ask people to pay a donation to enter each class.
- Organise a **treasure hunt** in your local community - ask people to pay a donation to BMDR to enter. The treasure hunt could be to find letters hidden

around the neighbourhood that make up a secret word or phrase, or it could be to find out information from or about local buildings or places e.g. in what year was the foundation stone for the primary school laid.

- If you have an appropriate space why not hold a **bring and buy or car boot sale** with each stall holder/car paying a fee to BMDR to have a pitch. Or collect items from friends and family and have your own stall at a local sale with all proceeds going to BMDR
- Hold a 'BMDR **challenge event'** where people can enter challenges, with a fee per challenge entered and a percentage of fees going to the winner or a prize for the winner e.g. balance as many bean bags on your head as possible in 1 minute without them falling off, bounce the most ping pong balls in the bucket in 1 minute etc
- Host a **craft or plant sale** - ask local crafters or gardeners to bring their products down and to donate a percentage of their proceeds to BMDR

Have a competition such as a raffle, guess the weight of the the cake or how many dog biscuits are in the jar. Get people to donate to have a guess.

Kelly's friend baked this beautiful cake then donated it for a 'guess the weight of the cake ' for Kelly's BMDR Funday.

Get sponsored to do something which could be a little bit or totally barking mad!

Here are some ideas for things people could sponsor you to complete

- Wing walk, skydive, abseil or bungee jump - definitely totally barking mad and only for the very brave!
- Go to work in fancy dress for the day, a week or the whole month!
- Have your head shaved
- Sit in a bath of custard or beans
- Have a static cycle, row, dance or zumba-a-thon - where you, or a team of people in relay do something continuously for 24 hours

- Give up something you love - whether it be chocolate, alcohol or anything else that your sponsors will be very surprised you can give up

Ways to get sponsorship, collect donations or send raised funds to us

There are a number of ways you can set up sponsorship or fundraising sites or collections if you plan to fundraise via a challenge or activity.

Facebook fundraiser

If you use Facebook and the majority of people who are likely to sponsor or donate to your fundraiser also use Facebook then it is really easy to set up a fundraiser, which pays everything you raise, direct to us. Facebook doesn't charge anything so we get every penny raised.

To do this

1. in the 'Search Facebook' section (top left on a computer/laptop, little magnifying glass top right on a phone) type 'Fundraisers'. A menu link with a red heart in a yellow circle pops up.
2. Click on it. Then click on the 'Create Fundraiser' button.
3. A menu then appears asking you to search for the charity to support. Type 'Barking Mad Dog Rescue' into the box and select us. You can be sure it's us by checking the logo against the one on the front page of this document.
4. A screen appears where you can add the title of your fundraiser, a description of what you will be doing to raise money and a bit about BMDR (we have provided some suggested text below you can use for this), your fundraising goal amount and the end date. The end date is 30th September 2024.
5. Then click create and your fundraiser goes live on your facebook page. You can share it on Facebook and link to it from other social media, WhatsApp and e-mail.
6. Facebook will provide a running total.

JustGiving

JustGiving is another online site that does all the hard work for you in terms of collecting donations and paying everything raised direct to us. It also collects all the information we need to claim Gift Aid on donations. To set up a JustGiving page

1. Go to https://www.justgiving.com/start-fundraising
2. Select 'A charity'
3. If you are new to Just Giving you will be asked to create an account. If you already have an account then login.
4. Search for Barking Mad Dog Rescue
5. Then follow the steps to create your page.
6. You can then share the link on social media or via e-mail and text message.

Sponsor form

You will find a traditional sponsor form at the end of this document. You can print off as many copies as you need and collect cash or cheques from people. Please ask people to make cheques payable to you, or to Barking Mad Dog Rescue.

Share with us what you are doing

We want to share the different fundraising activities that people have planned or have completed on our social media sites throughout September. To share you plans/achievements with us you can

- Post on your own social media and tag us into posts
- Add a comment to one of our September Fundraiser social media posts
- E-mail us with details at info@barkingmaddogrescue.co.uk

We love pictures and some information about what you are/have done and how much you have raised for BMDR. Don't forget to say who you are and why you are fundraising for us.

We hope lots of our supporters will get involved in fundraising activities. In the interests of members of our Facebook groups not receiving multiple posts requesting donations, we kindly ask that you do not post directly any of the BMDR Facebook pages for this purpose. We are very happy though to like and comment on posts on your own social media that request donations and share your fundraising totals and successes with your friends and networks.

Sending donations to us

If your activity collected cash/cheques, you can pay the money to BMDR by paying into your own bank account and transferring/sending the amount to us or sending by PayPal. Cheques made out to BMDR can be posted to us.
Bank transfer or for paying cash straight into the BMDR bank account
Barking Mad Dog Rescue
Sort code 52-21-30
Account number 26807629
Please mark your payment 'September Fundraiser'

PayPal barkersdogs@outlook.com
Please remember to use 'friends and family' option so we are not charged
Please add a note to say the payment is for the September fundraiser

Any cheques payable to Barking Mad Dog Rescue can be posted to BMDR, to be banked.
Barking Mad Dog Rescue
Old Town
Wardhouse
Insch
AB52 6YB
Please make sure you add a note in with the cheques to say who they are from, and that they are for the September fundraiser.

The small print: Fundraising and the Law

It is important that any activity you run to fundraise is legal and safe for you and the public taking part. You are responsible for ensuring that any event you organise in aid of BMDR complies with the law. BMDR cannot and does not accept liability for events run in its name. If you have any concerns, please contact us and we'll be happy to help.

- It is a legal requirement to include Barking Mad Dog Rescue's charity number on all printed materials e.g. letters, posters, tickets etc. Our registered charity number is 1160985.
- If you're under 18 you can still fundraise in aid of us, you just need to make sure you have the permission of a parent or guardian.
- Get permission if you're holding an event somewhere public. Make sure you have permission from the local authority or property owner. If you end up taking photos of people at your event, it's important that you have their permission to do so too. If you're collecting personal information from people then keep it safe, don't share it and only keep it for as long as you need it.
- For events involving the public, it's essential to have Public Liability Insurance. The venue you're using may already have it, so it's always worth checking. If you're holding an event at home or on private property, you'll still need to get this insured.
- If there's any food at your fundraising event, make sure you read up on preparing, cooking and storing it at food.gov.uk
- It's always wise to have a first aider around when you're hosting an event, whatever the size. If your event is a big one (more than 500 people) there should be a minimum of two qualified first aiders there.

Useful contacts and websites

Food and drink at an event: There are many food safety laws that must be complied with, details of which can be found on the website here

Institute of Fundraising

Local Authority details on applying for a licence for a street collection

Organising a voluntary event: a can-do guide

Be environmentally friendly!

BMDR is passionate about helping the planet and believes that everyone can make a difference.

This pack is made to be used electronically to avoid the use of paper and trees. Please only print this pack if necessary. If you do need to print this pack, please recycle when you're finished with it.

Think about recycling all material used in fundraising activities and cut back on the amount of plastic and waste at your event.

BMDR Contact information:

Email: info@barkingmaddogrescue.co.uk

Registered charity number: 1160985

Registered address: 31 Freeman Crescent, Wroughton, SWINDON, SN4 9BQ

Barking Mad Dog Rescue Sponsorship and Gift Aid declaration form

Name
……..…
Address
……..…
Email
……..…
Phone number
……

giftaid it

Gift Aid – Important information
Barking Mad Dog Rescue can claim an extra 25p from the government for every £1 donated. If you'd like us to Gift Aid your donation, please tick the box in the form below. If you have ticked the box headed 'Gift Aid' you are confirming that you are a UK Income or Capital Gains taxpayer. You have read this statement and want the charity named above to reclaim tax on the donation detailed below. You are also confirming you understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of your donations, it is your responsibility to pay any difference, and you are aware that we will reclaim 25p of tax one every £1 that you have given.

Gift aid is a real winner for us, to make sure we can claim it, please ensure you enter your title, first and last names, home address including postcode and of course, put a ✓ in the Gift Aid box! Thank you!

Title	Full name	Full home address *Only required for Gift Aid*	Postcode	Donation	Gift Aid	Date Paid
Ms	Sam Barker	24 Barker Street, Barkton, Barking on Rye	DO6 9UP	£15	✓	DD/MM/YYYY
Please pay your sponsor money to our bank: Sort 52-21-30, Acc. number 26807629 PayPal: barkersdogs@outlook.com, or other methods here: www.barkingmaddogrescue.co.uk/donate						