

Your efforts make such a difference to us, thank you!

Cats Protection

Events fundraising handbook – helping you raise cash for the kitty for your sponsored challenge



Hello!

Welcome to the team...

It can be daunting to ask people to sponsor you but past experience has shown us that most people are very willing to sponsor someone to take part in a challenge, especially when it is for a charity close to your heart.

We promise we will do our very best to give you all the help and support you need to ensure you have a great experience and raise lots of much needed funds to help us care for cats and kittens.

To make things easier for you, we have included some fundraising ideas, tips and hints, some things to consider and lots of helpful guidance.

About us

Cats are at the heart of everything we do. Each year Cats Protection helps around 200,000 cats through our national network of over 250 volunteer-run branches and over 30 centres.

Our vision is a world where every cat is treated with kindness and an understanding of its needs.

We help people of all ages to understand cats and provide an array of cat care information via our publications, websites, social media and National Information Line. We promote the importance of neutering from four months old to prevent unwanted litters from being born and becoming the abandoned cats of tomorrow; we find loving new homes for thousands of cats every year and we reunite lost cats with their relieved owners.

Key contact details

You should find everything you need in this handbook, but we're here to help in any way we can. Please contact us (the Fundraising Events team) if you'd like further guidance or advice:

T: 01825 741 960

E: events@cats.org.uk

W: www.cats.org.uk/challenge

“On Monday 22 June I had a moment of madness and believed I was capable of a tandem skydive. The night before I had spotted a link from Facebook through to Cats Protection’s fundraising challenges and a seed was planted in my mind: could I do something to help support the fantastic team at the Bracknell & Wokingham Districts Branch who had introduced us to Gracie last October? Monday came and I made some enquiries, hesitated for around two hours and then ‘bang’, I couldn’t help myself, the challenge was irresistible, I paid the deposit and somehow I was committed.

“Seriously, I cannot recommend this experience enough. If you would like to get out of your comfort zone and raise some money for the CP cats GO AND DO IT! was a BIG deal but it was the BEST deal I ever signed up to.”

Katherine – Red Devils skydive 2015 – raised nearly £100 for Bracknell & Wokingham Districts Branch

How your money helps



£10

could pay for bedding and a safe place to sleep for a traumatised cat or kitten



£150

could provide a full health-check for a cat including blood tests, neutering, microchipping and inoculations

orphaned kitten



could supply 10 days' worth of specialist milk to hand-feed an orphaned kitten

£375

could pay to run our national Neutering Helpline for 12 months



National Neutering helpline



£500

could pay for a caesarean operation and the recovery of a cat in need



£1,000

would help us buy learning resources, like prop bags for our volunteer education speakers to take in to schools to help children understand about cats' welfare

£2,500

could feed all the cats awaiting their forever homes in a small adoption centre for one year



How we will support you

- One dedicated point of contact throughout your fundraising
- Branded materials and resources
- Support and guidance to develop any fundraising ideas you may have
- Planning documents, event templates, risk assessments if required
- Promotion and awareness support for your fundraising events
- The possibility of local volunteers to support your events – six weeks' minimum notice required
- Loan of cat costume if required – six weeks' minimum notice required

£75

could buy a complete Feline Fort® which helps to minimise stress of hospitalised cats or those in catteries



Five little things to make a big difference

1. Online fundraising

We highly recommend online giving as it is a quick and secure way your supporters can donate and gift aid their donations. Setting up your page is very straightforward and you can easily share your page with family, friends and colleagues through social media and email. Payments are made directly to Cats Protection meaning less hassle for you.

Just go to www.justgiving.com/cats and follow the instructions or click the bespoke event link we will send you. You can also use Virgin Money Giving, BT, MyDonate or EverydayHero.

Quick wins:

- **Make your page as personal and emotive as possible** – tell people your story, what you are doing, the reasons why you are doing it through words and photos
- **Send a page link to everyone** you know via your email contacts, social media and text everyone your page address in your phone list
- **Big one!** Try to get your first donation as high as possible to set the benchmark for following donations
- **On or around pay day**, ask people to sponsor you, people feel happy and most generous then and may have some spare cash to donate
- **Update people** on your progress by posting regular updates on your page
- **Always remember to say a 'thank you'** to those that have supported you



2. Offline fundraising

Take your sponsor forms into work. Asking people personally always works best, but if you can't do that, then see if you can put your sponsor forms on a notice board for others to fill in. We can give you a branded collection pot to chain up near the poster or your forms.

www.fundraisingresources.cats.org.uk

Quick wins:

- **Wear your badge** – people will see you are fundraising and sponsor you without you even having to ask!
- **Make a poster** to display with your forms as this will encourage colleagues to sponsor you!
www.fundraisingresources.cats.org.uk
- **Swear Box** - this fundraising idea always works well in the work environment and can add some fun in to your work day

3. Gift Aid

Don't forget to giftaid it!

giftaid it

Every £1 your sponsors donate to Cats Protection will be worth £1.25 at no extra cost to you or them. They must have ticked the box headed 'Gift Aid', and read and the following statements on your sponsor forms I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Cats Protection to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. They must provide your full name, home address, postcode & '✓' Gift Aid for Cats Protection to claim tax back on their donation.

IMPORTANT: You cannot claim gift aid if you are offering a service eg if you are getting your car washed for charity this would be classed as receiving a service. If in doubt, please ask us. There are also rules around connected persons sponsoring you and the gift aid they can give, please do get in touch with us to find out which rules apply to you and your sponsored event.

4. Matched funding

Ask your place of work if they will match your sponsorship, or donate towards your total. Many employers offer matched funding or one-off donations towards charity events. They may even offer to allow you to fundraise in your place of work.

Quick wins:

- **Add your employer's logos** to your sponsorship resources – we can help with this
- **Non-uniform days can raise £100s** and help with team building and getting to know each other

Come and be sociable with us!



Use our resources website to create your own personalised 'sponsor me' image for your social media profile – it's fun and easy! www.fundraisingresources.cats.org.uk

5. Spread the word

Social media and WhatsApp

It has never been easier to connect with family, friends and colleagues. By using social media sites such as Facebook and Twitter you are now able to reach a large audience with the touch of a button.

Quick wins:

- **Tell people** what you are doing and why you are doing it - keep them updated on your progress. Set up a WhatsApp group with a fun title and pictures to keep friends and family updated
- **Use photos** and videos as well as words to tell your Cats fundraising story
- **Thank you!** When you have completed your fundraising, social media is a great way to say THANK YOU to all those that have supported you
- **Facebook** is a fantastic tool to help promote your cause and fundraising activities. You can post updates, photos, videos and links to your online donation page
- **With regular 'tweets'** on Twitter you can promote your fundraising and keep your followers updated on your progress



“ I raised over £500 for my local branch by doing a daredevil skydive challenge, just by wearing my 'sponsor me' badge at my part-time bar job. I know the funds helped towards vets' bills for vaccinating and neutering the cats that came in looking for a forever home. ”

Rebecca, skydiver, North Devon

Don't forget to wear your badge, it starts people talking to you - it's a fun icebreaker!

Fundraising resources

Item	Description	How to order
Fundraising pack	A5 booklet packed with everything you need to know	Included in your registration pack and downloadable
ID card and lanyard	A branded lanyard and ID card signed off by the Events team with your personal details to authorise you to fundraise 'in aid of' Cats Protection	Included in your registration pack
'Sponsor me' large badge	Wear this with pride at work and play to encourage donations	Included in your fundraising pack
'I am fundraising for Cats Protection' blue polo shirt – if applicable to your minimum sponsorship pledge – over £500	For you to wear during any public-facing fundraising so people can easily identify that you are fundraising 'in aid of' Cats Protection	Included in your registration pack if applicable
Technical running, trekking or cycling tops – For trekking, cycling and running events	For you to wear while training and on event day. We would love to see your photos!	Included in your registration pack if applicable
Head buff – for walking and adrenalin events	For you to wear while training and on event day. We would love to see your photos!	Included in your registration pack if applicable
'Sponsor me' poster and jpegs	See page 4 for examples	You can create your own, at a time to suit using our easy portal www.fundraisingresources.cats.org.uk
Counter-top collection boxes and log sheet	For putting out and about in local organisations, shops and businesses for people to donate to support your fundraising – usually work well with one of the 'sponsor me' posters	On request via email or phone – just let us know how many you would like
Bunting, table cloths and balloons	If you organise any events or stalls such as a bingo night, craft stall, bake sale etc we can provide you with branded resources	On request via email or phone – just let us know how many you would like, we will link you where possible with local staff and volunteers to borrow these resources
Car stickers and branded bugs	If you organise any events or stalls such as a bingo night, craft stall, bake sale etc we can provide you with branded resources, or they can possibly be borrowed from the branch or centre you are supporting	On request via email or phone – just let us know how many you would like and by when and the best delivery address – please allow up to two weeks to receive these
A4 double-sided sponsor forms	These paper-based documents will give you ideas and allow you to collect offline sponsorship donations. (It is worth ordering a collection box above to securely take these offline donations)	Included in your registration pack (re-prints available)
Cat masks	Plain white cat masks that can be coloured in – can be given away or used as a colouring competition to raise funds – 50p and entry perhaps	On request via email or phone – just let us know how many you would like and by when and the best delivery address – please allow up to two weeks to receive these

Hi, I'm Dan

In September 2017 I took part in a 12-mile Tough Mudder challenge to raise vital funds for Cats Protection. I decided to take on the challenge because I've had cats in the past and I'm a huge cat lover! My childhood cat Lucky unfortunately passed away the weekend after I left to join the army, we had him since I was six!

I couldn't wait to start the Tough Mudder challenge and I purposely didn't research the event as I wanted every obstacle to be a surprise. I felt so proud that I did it for Cats Protection and really happy with my time as I gave it everything I had. Something that made it even more special was the fact that I didn't see any other Cats Protection bibs, so it felt like I was really helping to raise awareness for the charity.



Fundraising ideas

Sweepstake game – play with your friends and family; *Strictly Come Dancing* or *The Apprentice* sweepstakes work really well. They pay £1, £2 or £5 to pull a name out of the hat for one of the contestants then keep watching for the results. Give a small prize to the winner; such as a cake or ‘I owe you’ (for a chore or something similar) and put the money towards your fundraising total.

Cake sales are hugely popular – you may even get vouchers if you ask your local supermarket, so you might not even have to bake your own cakes! Maybe combine it with a plant sale, garden party, book sale or raffle to ensure there’s something for everyone!

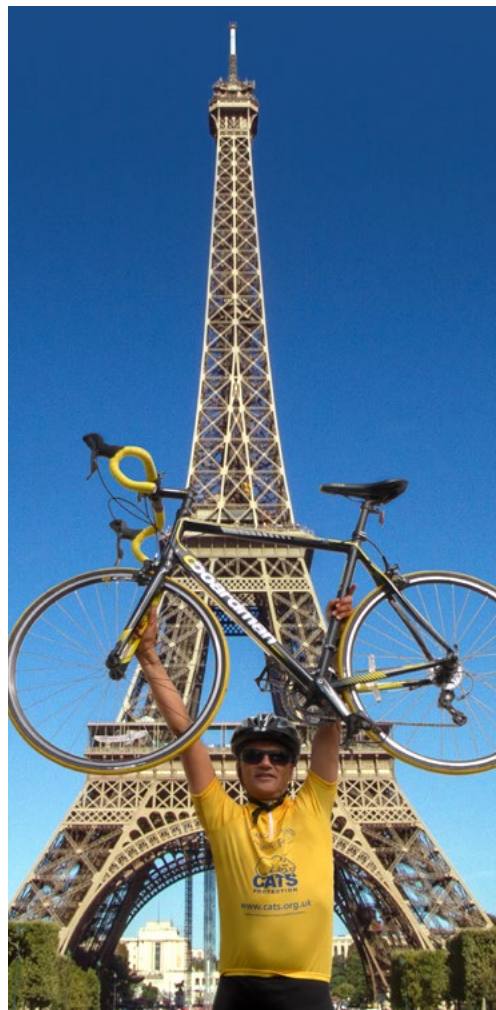
Car wash – gather your friends and family together for a community car wash. Charging just £5-£10 per car, you could raise a significant sum in just one day.

Car boot sale – clear out those cupboards and drawers, take everything to a local event and sell them for cash for the kitty. We can give you a letter of authorisation which may help you to get a free slot, maximising those profits.

Give something up and use the money saved towards sponsorship. Smoking, drinking, sweets, chocolates or magazines. The possibilities are endless and you can even be healthier in the process!

Dress-down day – ask your place of work if you can organise a comfy clothes day and ask your colleagues to donate to participate. Or hold an outrageous tie/sock/outfit day. Ask them to pay £1 to participate or a £2 fine for not taking part!

Don't forget...



Girly/lads night in – get all your friends around and have a girly/lads night in. Donate the money you've saved to your event fundraising. You could even put on drinks, nibbles, curry or pizza and ask people to make a donation to the cause.

Local awareness raising – contact your local parish magazine/newspaper and see if they will run a story on you entering the event. Ask for local businesses and individuals to sponsor you. The local parish magazine may even include a picture or mention the businesses that are sponsoring you. Don't forget to include your fundraising page link.

Treasure hunt – hold your own treasure hunt. Have a small prize at the end and ask people to pay to enter.

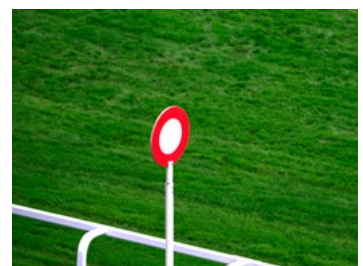
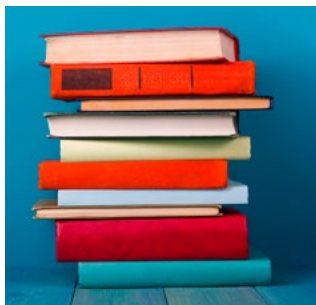
“ Whatever your event ‘cuppa tea,’ is your efforts make such a difference to an amazing charity, plus it's a good excuse to do something different - I'm thinking about my next event ”

John, Paw some afternoon tea

Fundraising theme nights – organise a quiz night, fancy dress disco, fitness-athon or race night at your local or at a venue near you.

Bucket collections – ask permission to hold a bucket collection at a busy venue, such as a supermarket, sports club or gym. Dress silly and tell people what you are collecting for – they will be happy to support you!

create your own personalised resources at a time that suits you www.fundraisingresources.cats.org.uk



Fundraising for Cats Protection?

Need a Bingo poster? Tickets for your Race Night? A 'sponsor me' image for your social media profile?

Create your own personalised fundraising resources on www.fundraisingresources.cats.org.uk

Need some help or to know more?

- E:** events@cats.org.uk
- T:** 01825 741 960
- W:** www.cats.org.uk/challenge
- 📧:** @CPCatChampions

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)

Thank you xx

Bingo night

Thursday 20th July 2017. 7pm onwards
In aid of Cats Protection Dereham Adoption centre to raise funds for my 100 mile cycle challenge.

Join us for a night of quizzical mystery and fun. Top prizes to be won all in aid of Cats Protection

Event venue:
Dereham Town Inn
1 Dereham Street
Dereham
E: dereham@cats.org.uk

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)

Thank you xx



Cats crafty sale

Friday 30 October

In aid of Cats Protection's Barnstaple & District to raise funds for my Skydiving challenge on Wed 14 April 2018.

Cakes, Coffee and Crafts

Event venue:
Woodcombe village hall
E: events@cats.org.uk

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)

Thank you xx



Please sponsor me for my Skydiving challenge

on Wed 15 April 2018

In aid of Cats Protection's Barnstaple & District branch

www.JustGiving.com/lemmingleap
Text SKD55 ££5 to 70070

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)

Iris's sponsored silence

A certain child will be silent for an hour (or minute or some quantity - depending on volume of donation)

In aid of Cats Protection.

Iris has saved up her birthday and pocket money (almost £50) and wants to help cats with it. She wonders if by having a sponsored silence that she can entice people to help match that donation. Cats are cool. For every pound donated a cat's life be incredibly enhanced.

Event venue:
Virtually

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)

Thank you xx



Race Night

Saturday 23rd September, arrival from 6pm with a 7pm start

In aid of Cats Protection Wrexham Adoption Centre to raise funds for my Himalayan Trek and Tiger Conservation Experience.

Event venue: Macdonalds New Blossoms Hotel,
St John Street, Chester, CH1 1HL
E: k.eyre@hotmail.co.uk

Challenge yourself for cats!

#CatChampions



Raffle – organise a raffle. Buy a book of cloakroom tickets and source some prizes (such as items you don't use anymore, unwanted Christmas gifts or even prizes donated by local shops). You can then sell tickets to your friends, family, neighbours and colleagues. Please note: due to gambling laws, tickets should only be sold at an event on the day itself, not on days or weeks preceding an event. Get in touch for guidance.

Coffee morning – organise a coffee morning/afternoon tea at your home or in a local village hall and invite all your friends and neighbours. Set an entry charge, or ask for donations.

Fun challenge – think outside the box – shave your head, sit in a bath of beans, stay quiet for 24 hours, try and do 1,000 star jumps. Do it in a public place to increase your donations.

A-thons – organise a table tennis marathon, darts marathon, skittles marathon etc. Take part in shifts and get people to make a donation for taking part.

Competitions – order our Cats Protection colouring masks and run a small colouring competition or a pet photo competition. Ask for a 50p or £1 donation and give a prize at the end.

Need more ideas, visit your fundraising Facebook group for inspiration or email us events@cats.org.uk

GoRaise

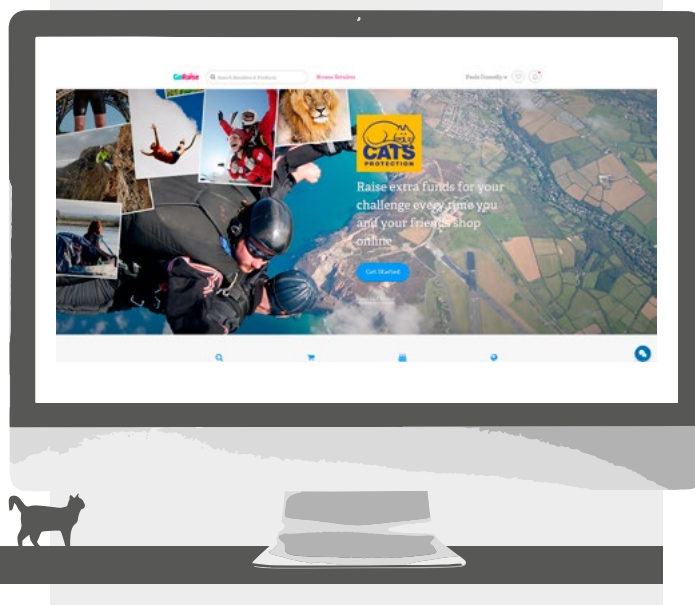
GoRaise – Shop online – your friends, family, colleagues and neighbours can help you raise sponsorship every time they shop online. We have partnered with GoRaise so you and they are able to shop online and at no extra cost to them or you.

All you need to do is register your challenge on their site and then you and your friends and family simply visit online retailers via your challenger URL which is created when you sign up – it is as easy as pie, we promise! This is the link www.goraise.co.uk/catsprotection-challenger to follow to set up your challenge and create your personal URL. All payments get paid to your online fundraising page on a monthly basis – so you will need this URL link when signing up.

The GoRaise team will send you various emails to help with promotion and use if you wish – do make sure you use an email address you are happy to receive them on.

“It was so easy to fundraise via GoRaise. I shopped online as I always did and GoRaise gave me donations towards my fundraising. I even encouraged a couple friends to do the same. It really helped my motivation seeing donations go up without any extra work.”

Nadia, Zambia 2016



Paying in

We have several ways to pay in your hard-earned sponsorship

Bank/BACS transfer

Pay directly to Cats Protection's account: Sort code **20-42-66**, account number **8024 0168**. Please use a reference with your first initial and surname and then EV.

If you are able to let us know when you pay money in and how much that will help greatly in reconciling towards your fundraising total.

Post

Send a cheque made payable to Cats Protection as well as any completed sponsorship forms to:
Events, Fundraising Department, National Cat Centre,
Chelwood Gate, Sussex, RH17 7TT.

Phone

Phone **0800 917 2287** and pay with a credit or debit card over the phone. If you have any completed sponsorship forms, please also send these to the above address.

Little note

Make sure you let us know if you want to support a specific branch or centre and we will make sure they receive your funds. Registration fees are paid separately, please see individual correspondence.

“ I completed this challenge with some amazing people who all share the ‘craziness for cats’ and have made some great memories and friends from this experience. I would recommend this challenge to others as a great way to raise funds for Cats Protection and have a once in a lifetime experience. ”

Linsey Wallace – India 2017 raised £4400 for Glasgow Branch





Hi, I'm Kayleigh

I was fortunate enough to apply for and be granted a coveted Golden Bond London Marathon place in return for my sponsorship pledge of £2,000.

Anyone that knows me, knows how much I love animals, cats in particular – I'm often referred to as the crazy cat lady! Koko is the reason I would love the opportunity to support Cats Protection.

I adopted her two years ago from your Bredhurst Adoption Centre and she is a huge part of my family home – and some of my neighbours' homes as she is quite nosy! Koko was found abandoned as a six-week-old kitten and fortunately Cats Protection were able to care for her until she found her forever home.

After completing my marathon I also decided that I wanted to continue my support of Bredhurst Adoption Centre. The reason I joined was to give a younger voice to the committee and to support in fundraising. I am hoping that I might be able to bring some ideas that will attract a few more volunteers and help to spread the word of the great work that CP does.

It was fantastic to meet such dedicated members of the community and hear about all of the things that are done behind the scenes.

How I will hit my fundraising pledge

A large fundraising total can sometimes feel a little overwhelming so we have created this blank twelve month calendar for you to brainstorm and plan some ideas. Read previous pages for ideas and inspiration and do get in touch and we can help you create a fundraising plan.

Your Events team contact can help you to create a bespoke calendar of fundraising to suit your lifestyle and ideas. Fundraising should be FUN, this is a tool designed to help you enjoy your time spent raising vital funds for Cats Protection.

Month 1	Month 2	Month 3	Month 4
Month 5	Month 6	Half-way total	
Month 7	Month 8	Month 9	Month 10
Month 11	Month 12	Grand total	



Little Grace with her new family

Saving Grace

A young tabby kitten was reported to our helpline when she was thin, pregnant and homeless. After an unsuccessful search for her owner she was taken into CP care and the vet confirmed she only had about a week until she gave birth. She was only a kitten herself of about seven months old.

Eight days later she gave birth to six kittens and despite being extremely underweight she coped well for five days. Grace then became very ill and was rushed to a veterinary hospital where she was put on a drip and given medication.

Her kittens had to be hand reared as she was too poorly to take care of them. Had she given birth in the finder's garden there is no doubt that the mother and kittens would all have tragically died.

Grace was diagnosed with mastitis. Few of the vets had seen such a bad case – most of the flesh on her tummy had gone and they had to remove vast amounts of dead tissue. Throughout all of this Grace was a model patient, making no fuss when vets flushed her wounds on a daily basis and redressed her tummy.

Grace recovered thanks to the excellent veterinary care she received and the dedication and monitoring by volunteer fosterer Sue at the Northampton Branch. Successful fundraising meant that her medical bills could be paid and her kittens vaccinated, flea-and worm-treated and neutered.

Diana
Northampton Branch volunteer