

Fundraise your way

A guide to organising your
own fundraiser



cats
PROTECTION

A message from our cats...

A huge thank you from the scruffy cats, the glossy cats, the stray cats and the shy cats. By choosing to fundraise for us you are making a better life for all the cats in our care.

Money raised from your fundraising means more purrs, more head boops, more cat naps on the sofa and more little scritches and scratches right in that perfect spot under the chin.

It is because of you that we can provide food, veterinary treatment and toys to our cats. It means that we can support our cats in their journey to finding the perfect home; by taking time and care to understand their unique personalities; by giving them the love and patience they deserve to build up their confidence; and by providing them with any medical care needed to get them to their best possible health.

Beyond rehoming we work tirelessly to campaign for cats' rights, and we educate cat owners and the world on how all cats deserve to be treated with respect and love.

Thank you for signing up and welcome to an incredible community of cat lovers. We can't wait to support you!



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How your money helps

Whatever you raise, no matter how big or small, makes a huge difference to the cats and kittens in our care.

£5.70 could provide a cat in our care with vet bedding to line their bed, or a cat hide, which will keep them warm and cosy

£14.79 could pay for a FELIWAY® diffuser and refill, which is used for preventing and reducing stress of cats in our care

£22.05 would cover the cost of a first veterinary examination for a cat in our care

£80 would cover the cost to treat a cat with matted fur

£221 could pay for a small operation for one of the cats in our care

£357.15 could cover the cost of ringworm treatment for three cats in our care

£1,000 could pay for 20 Hide & Sleep beds, providing a safe hiding and sleeping space for cats in our care

£2,750 could pay for the building of a brand-new pen, allowing more cats to benefit from our love and expert care



The money you raise will support us to...

Work hard to improve understanding of cat welfare

by sharing our knowledge and cat care advice to the public, other animal organisations and veterinary professionals.

Work towards creating a balanced cat population

by promoting neutering as an important part of good cat welfare and to reduce the number of unwanted cats.



Make sure every cat has the right home by making sure cats are microchipped and registered to their new owners, matching cats in our care to their perfect owner and supporting cat owners during financially difficult times.

Help cat owners at every stage of owning a cat and during difficult times, by providing services such as Cat Guardians, Paws to Listen and Lifeline.

Speak up for cats, influencing key decision makers and campaigning for better cat welfare.



Choose where your money goes

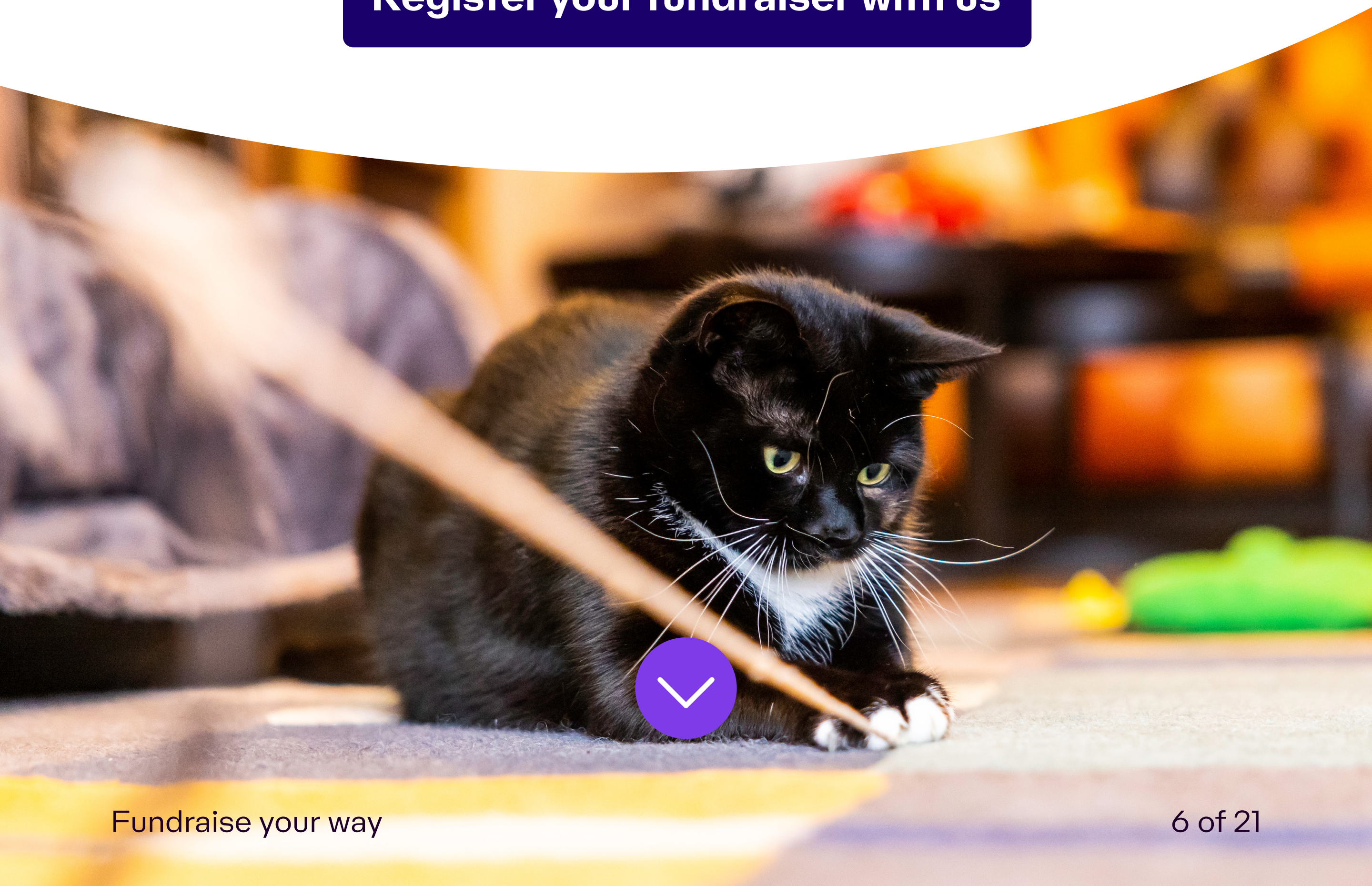
When you choose to fundraise for Cats Protection, you have a unique opportunity to select your local volunteer team or centre to receive the money you've raised. This means that your contributions will go directly to the cats in your local area, helping with essential services like rescue, rehabilitation and adoption. Different volunteer teams and centres often have specific needs and initiatives, so by directing your fundraising efforts locally, you can help address those needs and make a meaningful impact in your community.

If no volunteer team or centre is selected then we will direct the funds to where the need is greatest.

How it works

1. When you sign up to fundraise, simply type the name of the local Cats Protection you wish to support on the registration form.
2. Complete your fundraising activity.
3. Once you've raised your funds, they will be directed to your chosen local Cats Protection, ensuring that your hard work translates into real support for cats in your area.

Register your fundraiser with us



Your fundraising is helping cats like Socks

Socks was brought into our care at just nine months old. As well as being deaf, Socks suffers from a neurological condition called cerebellar hypoplasia, which means that she has poor coordination and her head shakes.

Alongside any medical treatment, Socks was given endless cuddles, a warm, safe bed to sleep in, plenty of food, and toys to play with. And of course, we worked hard to match her with a perfect new owner.



Socks has now been happily rehomed and is adapting well to her new environment, perfecting zoomies and testing out her favourite spots to snooze.



But there are many more cats like Socks coming into our care each and every day. In the past year we have seen an increase in cats being given up, for a multitude of reasons including abandonments, behavioural issues, being long-term strays, owners' ill health, and not being able to afford veterinary bills.

It is only with your vital support that we can treat and care for the next cat through our doors. Whenever they arrive, whatever their injury or illness, and for however long it takes to find the right new home for them.



Organising a fundraising event

So, you have decided on your fundraising activity, now it is time to get into the nitty gritty of planning. Every fundraiser is different but here are a few tips and ideas for planning a successful event. And remember our friendly team are here to support you with any questions you might have.

Planning your event

Fundraising events come in all different shapes and sizes. The bigger the event, the more time you might need to iron out all the details. Make sure you give yourself enough planning time to make the big day a success. For example, if you are hosting a bake sale with your nearest and dearest then you might just need a couple of weeks to plan. However, if you are planning a big fundraising gala then you might need four months or more to ensure everything is ready.

- Remember to set clear goals so that everyone knows how much you are hoping to raise. Aim high and let your community know what a difference this will make to the cause!
- Secure the venue, catering and entertainment in plenty of time
- Check out **page 19** for information on legalities associated with fundraising
- Need some extra help with planning? Why not get volunteers or friends to help?





In the lead up

- Check out our [resources hub](#) for any materials that you might need. We have an ever-growing wealth of resources for you to use, such as collection boxes or posters
- You are doing something incredible so make sure you let people know how they can get involved. Remind your community that the big day is approaching. See our section on promotion for more tips
- Write yourself a checklist for the day so you remember everything you need

On the day

- Check and double check you have everything on your list
- Look after yourself and have fun. Make sure you have everything you need for the day including water and healthy snacks

After the event

- Pop the kettle on and give yourself a huge pat on the back. You did it!
- Make sure you thank everyone who got involved, whether they donated their time, some gifts or money. To help you say thank you we have created some [resources](#) that you can share



Spreading the word

Sharing your fundraising can have a huge impact on the amount of donations that you receive.

Pop your fundraising plans on your socials

Did you know that those in the top 20% of fundraising pages posted an average of 12 times and the top 1% posted an enthusiastic 35 times? Not all posts have to be asking for donations, you can also update on your progress or give teasers on what types of entertainment will be at your event.

Sharing is caring

When a fundraising page is shared by both the page owner and a supporter the total increases by a whopping 110%. Why not see if friends and family will repost on their social channels?



Promote in your local community

Use our downloadable posters or design your own to put up in your local area, school, workplace or community.

Local press

Fancy being a local celeb? Ask your local radio or paper if you can promote your fundraising. If you need any help with this then just ask!



Asking for donations

We know it can be hard to find the words to ask for support but here's some suggested wording to get you started...

Example of a WhatsApp message

Hey everyone!

I have some exciting news to share. I will be fundraising for Cats Protection by **[insert activity]** this **[insert month]**.

As I am sure you know, this is a cause very close to my heart because **[insert reason]** and I am so excited to raise money to help cats and kittens in my local area. I would love it if you would consider donating to my fundraising page **[insert link]**. Just £5 could go towards providing a cat in their care with bedding to keep them warm and cosy.

Thank you.

Example of a social media post

This **[insert month]** I will be fundraising for Cats Protection by **[insert activity]**. This is a cause very close to my heart and I am so excited to raise money to help cats and kittens in my local area. Just £5 could go towards providing a cat in their care with bedding to keep them warm and cosy.

Thank you.



Example of a email

Hey everyone!

Hope you are well.

I wanted to pop you an email because I have some exciting news to share.

As I am sure you are all aware, Cats Protection is a cause very close to my heart because **[insert reason]**. This **[insert month]** I want to give back to them by **[insert activity]** to raise money for cats and kittens in my local area.

Together, we can make a huge difference to cats in their care. Money raised will go directly to cats in **[local centre/volunteer team name]** and will help to provide food, veterinary treatment and toys. Just £5.75 could go towards providing a cat in their care with bedding to keep them warm and cosy.

I would love it if you would consider donating to my fundraising page **[insert link]** and help make a better life for cats and kittens in **[insert local area name]**.

Thank you.



Setting up a good JustGiving page

Creating a JustGiving page is a fantastic way to raise money for Cats Protection. Whether you're running an event, doing a personal challenge, or celebrating a special occasion, here's a step-by-step guide to help you write an engaging and effective fundraising page.

- 1. Set up your JustGiving account:** Before you start writing, you'll need to create an account on the [JustGiving website](#). Click on 'Sign up' (if you don't already have an account) and complete the registration process with your personal details.
- 2. Create your fundraising page:** Once logged in, click 'Start fundraising'. Select 'Charity', then search for and choose 'Cats Protection'. Choose the type of fundraiser you're doing (event, occasion or personal challenge).
- 3. Give your page a title:** The title should be clear and engaging, explaining what you are doing and why. A catchy and descriptive title can grab attention.

For example: 'Getting creative for cats: My handmade creations to support Cats Protection' or 'Bake sale to save stray cats. Support Cats Protection'.

- 4. Set a fundraising goal:** Set a realistic but ambitious fundraising target. This encourages people to donate. You can explain in the text why this amount is important.

For example: "I aim to raise £500, which can help provide vital care, food and shelter for cats in need."



5. Write an engaging story: The story section is where you explain your motivation for fundraising. It should be personal, heartfelt and compelling. Here's a structure you can follow:

- mention here if you are supporting a local part of Cats Protection. If you are raising money for a particular centre or volunteer team please add this into your story section so we can make sure any money you've raised goes to the local area you have chosen

Example: "I've chosen to support Essex Cat Centre as this is where I adopted my beautiful cat Bonnie from. All money I raise will go to support cats at the centre and in the local area."

- why you're supporting Cats Protection: Explain why this charity is important to you. Perhaps you love cats, have adopted from Cats Protection, or want to help homeless or mistreated cats. Personal stories resonate best with potential donors

Example: "I've always loved cats and recently adopted a stray through Cats Protection. Their dedication to finding homes for thousands of abandoned and mistreated cats inspired me to take action."

- what you're doing: Tell people what your fundraising activity is. Be specific and enthusiastic about the challenge or event you're undertaking

Example: "I'm hosting a charity bake sale this September, and I'll be baking a variety of delicious treats to raise funds for Cats Protection! Every pound raised will help provide care and shelter for cats in need, and your support will motivate me to make the best batch yet!"



- how donations will help: Explain how donations will be used by Cats Protection. Mention things like providing food, shelter, medical care and adoption services

Example: “By supporting my fundraiser, you’ll help Cats Protection provide essential care, food and medical treatment for cats looking for their forever homes. Every £10 could pay for a cat to be vaccinated or provide food for a week!”

- call to action: End with a strong appeal to donate. Ask people to share the page as well to help spread the word.

Example: “Please donate whatever you can to help me reach my target and make a better life for cats. Even if you can’t donate, sharing this page with your friends and family would mean the world to me!”



6. Add photos or videos: Adding a personal photo or video can make your page more engaging and help connect with potential donors. You could include:

- a photo of you with a cat (especially if you’ve adopted one)
- a picture of the activity you’re doing (for example, running, baking)
- a video explaining why you’re fundraising for Cats Protection



7. Personalise your thank-you message: JustGiving allows you to send automatic thank-you messages when someone donates. Personalise this message to show your gratitude:

Example: “Thank you so much for your kind donation! Your support means everything to me and Cats Protection, and together, we’re making a better life for cats, because life is better with cats.”

8. Promote your page: Once your page is live:

- share on social media platforms (for example, Facebook, Instagram, WhatsApp)
- send the link in an email to friends, family and colleagues
- post regular updates on your progress and thank donors publicly

9. Update your progress: Regularly update your page to keep donors engaged. Share milestones, photos of your progress, or updates on your event.

Example update: “I’ve just completed my first 100 squats! Thank you to everyone who’s donated so far. We’re halfway to the goal!”

10. After the fundraiser: Once your fundraising event or challenge is complete, post a final update thanking everyone for their support and share how much was raised. You could also share what the funds raised will go towards.

Example: “Thank you all for your amazing support! Together, we’ve raised £500 for Cats Protection, which will help provide medical care, food and shelter for many cats looking for their forever homes.”



Paying in your funds

We have several ways to pay in your hard-raised funds.

Online

Visit cats.org.uk/fundraisingdonate and pay in your donation online.

Through your JustGiving page

There's nothing you need to do. JustGiving will send the donations you've raised online to us on a weekly basis. Easy as pie!



Bank/BACS transfer

Pay directly to the Cats Protection account:

Sort code 20-42-66

Account number 8024 0168

Please use a reference with your first initial and surname and then COMFR. If you are able to let us know when you pay money in and how much that will help greatly in reconciling your fundraising. Do this by emailing fundraiseyourway@cats.org.uk



Phone

Call 0800 917 2287 and pay with a credit or debit card over the phone. Please give full details of your fundraising activity.

Support locally

Make sure you let us know if you want to support a specific volunteer team or centre and we will make sure they receive your funds. We can also let them know of your activities and they may be able to provide local marketing support.



The legal bit

Fundraising events provide a way of giving while having fun, keeping fit or making a difference in your community. Event organisers should always have appropriate insurance, licences and permissions in place. This includes permission to use the venue, sell alcohol, and prepare food.

Top tips to keep your fundraising safe and legal

- **Comply with regulations:** Comply with fundraising regulations: Follow the [Fundraising Regulator's Code of Fundraising Practice](#).
- **Comply to gambling regulations:** There are a number of rules and regulations related to running any type of gambling. You must follow the rules for the type of lottery you plan to run, otherwise you could break the law and face a fine or imprisonment. Find out if you need a gambling licence [here](#). If you need more advice or guidance please email fundraiseyourway@cats.org.uk
- **Obtain necessary licences and permissions:** Check if you need licences for things like public collections, alcohol sales, entertainment. You may also need to gather permission to fundraise, for example if you are fundraising on private property. Contact your local authority to find out any limits that might be in place. You can find more information [here](#)
- **Get insurance:** While not legally mandatory, obtaining public liability insurance for fundraising events is crucial for managing risks and protecting a charity from potential financial losses. Additionally, requiring stallholders to have their own insurance ensures comprehensive coverage for all participants. Employer's liability insurance is required if you have staff/volunteers



- **Conduct a risk assessment:** Identify potential hazards and put measures in place to mitigate risks. Document this process
- **Ensure food safety:** If providing food, comply with food safety regulations. Consider using professional caterers. Read more [here](#)
- **Gift Aid:** If you have paid enough in UK income or Capital gains tax during the tax year to cover the amount that will be reclaimed, then you are eligible for Gift Aid. You can also ask your donors to complete the gift aid declaration form, which can be downloaded [here](#)
- **Handle money securely:** Have two unrelated people present when counting money, use secure containers, and bank funds promptly. For more information click [here](#)
- **Protect personal data:** Comply with general data protection when collecting attendee information. Please ensure that you only collect and keep the data you need for your fundraising event. When you no longer need the data, please destroy it securely. More information [here](#)
- **Obtain permission to take photos/videos:** Get consent for taking photos/videos. Use media consent forms if needed. When taking photos of young children, only the parents/guardians or responsible adults can provide consent.
- **Provide first aid:** Arrange appropriate first aid coverage based on the event type and size
- **Be transparent:** Use our 'in-aid-of branding to clearly communicate that you are raising funds for the charity but acting in your own capacity as a fundraiser. You can download our branding [here](#)



- **Safeguard vulnerable groups:** Take extra precautions if children or vulnerable adults are involved
- **Keep records:** Maintain documentation of your planning, risk assessments and financial transactions

Our friendly team is here to advise you on planning and organising your fundraising but it is your responsibility to keep your activity safe and legal for everyone involved. We are unable to accept any liability for ‘in aid of’ fundraising.

Useful resources

[Event essentials](#)

[Social media promotion](#)

[Quiz resources](#)

[Baking resources](#)

