

Events Fundraising Handbook

Helping you make a better life for cats with your sponsored challenge



CATS
PROTECTION

Welcome to Team Cats!

Thank you for being a Cat Champion!

Thank you for putting your best paw forward and signing up for an event with Cats Protection! As part of Team Cats, we'll be here every step of the way to support you with your fundraising.

Don't take a cat nap, kickstart your fundraising now!

We know it can be daunting to start working towards your fundraising goal, so we've included lots of ideas, tips and advice to send you on your way to reaching that target early on. The earlier you reach your goal, the more time you can spend training and planning for your event!

Making a better life for cats

Cats Protection is the UK's largest cat welfare charity. Since we were founded in 1927, Cats Protection has rehomed over 2 million cats and kittens and championed the rights of cats.

Our vision is a society where every cat has their best possible life because they are protected, cared for and understood by everyone.

This is not an easy thing to achieve, but that's the point. It's challenging and ambitious, just like the event you've signed up to tackle! Together, we can work towards our purpose: to help people see the world through cats' eyes.

Meet Peach...

Abandoned in a cat carrier in Reading, Peach and her six tiny kittens arrived in Cats Protection care in a desperate state. Barely six weeks old, they were underweight, suffering from cat flu, and had runny eyes that needed immediate attention. The team at Cats Protection quickly stepped in with eye drops and antibiotics and supplemented them with kitten milk.

Thanks to the tireless efforts of our team, Peach and her kittens began to thrive. It wasn't long before they found their forever homes!

From the start, it was clear that Peach and her kitten Lychee shared an unbreakable bond, always following each other around. We knew they had to be rehomed together, and soon they found a loving family to take them both.

Without the continued generosity of supporters like you, our cat centres wouldn't be able to be here for cats like Peach and her kittens. Thank you for taking on this challenge for the cats and kittens in our care!



Your impact. Stronger when doing it for cats!

Just by signing up and raising vital donations, you'll be helping to make a better life for cats, because life is better with cats.

- **£10** could fund four packs of catnip mouse toys for cats in Cats Protection care
- **£50** could provide a cat in need with a full first veterinary exam, vaccination and a flea and worming treatment



- **£150** could feed 25 cats in Cats Protection care for 30 days
- **£300** could cover the full cost of neutering for three cats
- **£500** can cover the cost of nearly 150 bags of cat litter
- **£1,000** could cover the cost of major dental work, including tooth extractions for two cats
- **£2,000** could cover the cost of six Hide & Sleep®, providing places for cats to hide, sleep and get up high



Hitting your goal. Easier when doing it for cats!

Check out our top tips to leap towards your fundraising goal!

1. Personalise your page



Scan the QR code or go to justgiving.com/cats to set up a JustGiving page, so that your supporters can easily donate to your cause. Adding a profile photo, a story about why you're supporting Cats Protection, and posting regular updates helps people feel like they're making a difference to you and your cause.

2. Self-donate

If you can, make the first donation to your online page. The larger this is, the better, as this acts as a benchmark and encourages others to follow in your footsteps. People who self-donate raise 42% more!

3. Spread the word!

Share the link to your fundraising page on your social media, WhatsApp groups, and via email to friends, family and colleagues. Don't be afraid to remind people to sponsor you if you think they've forgotten! It's a good idea to share again around payday when people are feeling more able to give.

4. Saying thank you

Take the time to thank your sponsors individually on your page and on social media. They'll appreciate it, and it will inspire others to support your cause. 20% of donations come in after your event has finished, so make sure to follow up to thank your supporters at the end of your challenge too. We can provide real examples of how your donations have helped the cats in our care to update your sponsors on their impact!

5. Offline fundraising

Don't forget, you can always go old school and download our sponsor form to raise some cash. We have a variety of fundraising materials that you can use to raise donations in person, such as collection buckets, bunting and t-shirts. Get in touch with our team to find out more or **scan the QR code to download your resources!**



To pay in your offline donations, you can visit cats.org.uk/runssponsorship or cats.org.uk/walkssponsorship

Remember to let our team know so that we can add it to your fundraising total.

6. Matched funding

Ask your workplace 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 at your place of work.

"At a time when money is short for everyone, we were blown away by the amount we raised. It was the hardest thing I have done in my life, and I am rather proud of myself." Heather, who raised £750 by walking the West Highland Way in Scotland, 96 miles over seven days!

Team spirit. Louder when doing it for cats!

What's one of the perks of taking part for Cats Protection? You're part of a community. We're ready and waiting to welcome you with open paws to Team Cats!

You won't be taking on your challenge on your own. You'll have a virtual community right behind you to the finish line. Our exclusive Team Cats community will be there to share training tips, recommend the best training gear, and show their cutest cat photos to keep you motivated!

Scan the QR codes below to join our Team Cats Facebook and Strava group to meet your fellow cat champions, ask for tips and advice, and share your training updates!

Facebook:



Strava:



"Fundraising for Cats Protection has been an incredibly fulfilling experience, allowing me to honour my beloved cats and directly contribute to the welfare of others. It's a reminder that small actions can create big change, and I'm proud to be part of a community working towards a better future for cats in need." Gemma Terry, Team Cats London Marathon runner.



A walk for Sausage and Nemo

Vicky and her husband Adam were inspired to sign up for the Glasgow Kiltwalk by their two ginger rescue boys, Sausage and Nemo. "Cats always tend to be forgotten about. People think cats can just fend for themselves, but these little creatures need just as much love, care and attention as any animal," Vicky explained. "I'm just happy I can fundraise to help support the very

important work you do. I had a bake sale at the office, which raised over £100. That was a great day! Altogether, we've raised over £400."

Vicky's best advice for anyone training for a walking challenge? "If you are wanting to do a long walk, wear good shoes, thick socks and pack blister plasters."



Getting creative. Better when doing it for cats!

Reaching your target doesn't just have to be asking friends and family to donate. Organise a fundraising event to help you hit your goal, have fun, and even learn new skills in the process! We have lots of great resources to help you host the perfect fundraiser, from quiz questions to branded invitations, poster templates to bake sale cake labels! Visit cats.org.uk/eventresources to explore resources available.

- **Quiz night.** By far our most popular fundraising idea to help reach your target. We've even put together some cat-themed questions to help bring people even closer to the cause
- **Sweepstake.** Taking on a running or step challenge? Get people to make a donation to guess your time or mileage for some lighthearted competition
- **Raffles.** Organise a raffle where participants buy tickets for a chance to win donated prizes. This can be done in person or online. Ensure you check out the Codes of Fundraising Practice guidelines or get in touch for more details around gambling laws when hosting a raffle fundraisingregulator.org.uk/guidance/topics/lotteries-and-raffles
- **Bake sales.** A classic! The way to people's pockets is through their stomach. Why not make it cat themed, with a competition for the best cat likeness in cake form? Download our cake labels so that everyone knows what cakes are up for grabs



- **Paint and sip event.** Host a paint and sip night where participants pay to join a painting class and enjoy wine or other beverages. Provide materials and charge for tickets
- **Bingo night.** Number four, scratch at the door! Organise a bingo night with cat-themed calls and prizes. Charge for bingo cards and offer additional games or raffles
- **Clothes swap and sale.** Gather together all the clothes that you no longer wear and take part in a clothes swap. Ask for donations to attend or pop prices on the clothes to sell. Alternatively, sell clothes on a platform such as Vinted or eBay

When you're organising a fundraising event, it's important to abide by the Codes of Practice issued by the Fundraising Regulator to help keep everything safe and legal.



Scan the QR code to read the **Codes of Practice**. Get in touch with our team if you have any queries and we'll be able to support you.

Don't take our word for it!

Hear about how our recent Cat Champions have reached their fundraising goals

"Start fundraising early, try lots of different things to encourage people to donate, like getting people to donate to each mile, bake sales at local events like park runs and car boots."

Tara, London Marathon

"Make a personal donation to kickstart the fundraising."

Rhona, Dundee Kiltwalk

"The thing that got me the most donations was writing to people individually on WhatsApp. Not an essay, just a relatively short message on how long I had to go and just asking nicely. I did it on payday as well."

Anja, London Landmarks Half Marathon

"My coworkers were so supportive and generous, definitely sending an email to your office is one of the best ways to fundraise in my experience!"

Elena, Kew Half Marathon

"Don't hesitate to ask multiple times and to 'chase' after people as they usually just forget about it!"

Izza, Oxford Half Marathon



"I used printouts with QR codes for local shops, emails to absolutely everyone and followed up a week later."

Andrew, London Marathon

"Weekly posts and updates on my Instagram, Facebook and LinkedIn helped remind people of the cause, as well as reaching out to friends and family directly. Never be afraid to ask!"

George, Edinburgh Marathon

Make a difference for moggies like Magpie

Seventeen-year-old Magpie came to Tyneside Cat Centre after his owner, who had taken him in as a stray nine years previously, sadly had to go into care. Unfortunately, there was no one to look after Magpie. Magpie has stage two kidney disease and needs special food to support his health. Thanks to our amazing team at Tyneside Cat Centre, a new, loving family was found for Magpie.

"Mr. Magpie is a real character, and you wouldn't believe he's 17. Since we adopted him, we've gotten a funny little buddy in our lives. He's also taken up residence in our bed, snuggling up between us at night under the duvet, one of his absolute musts. We couldn't imagine life without him." Magpie's adopters.

Did you know you can nominate your local Cats Protection when you sign up for a challenge? 100% of your fundraising will go to your chosen centre or volunteer teams, and there might even be an opportunity for you to visit the local cats and kittens in their care! This is a great way to inspire your fundraising and bring the cause to life, helping even more cats like Magpie.

Get in touch with our team to nominate your local Cats Protection to benefit from your challenge.



There are several ways to pay in your hard-earned sponsorship

Online: Please visit our website to pay in your offline donations

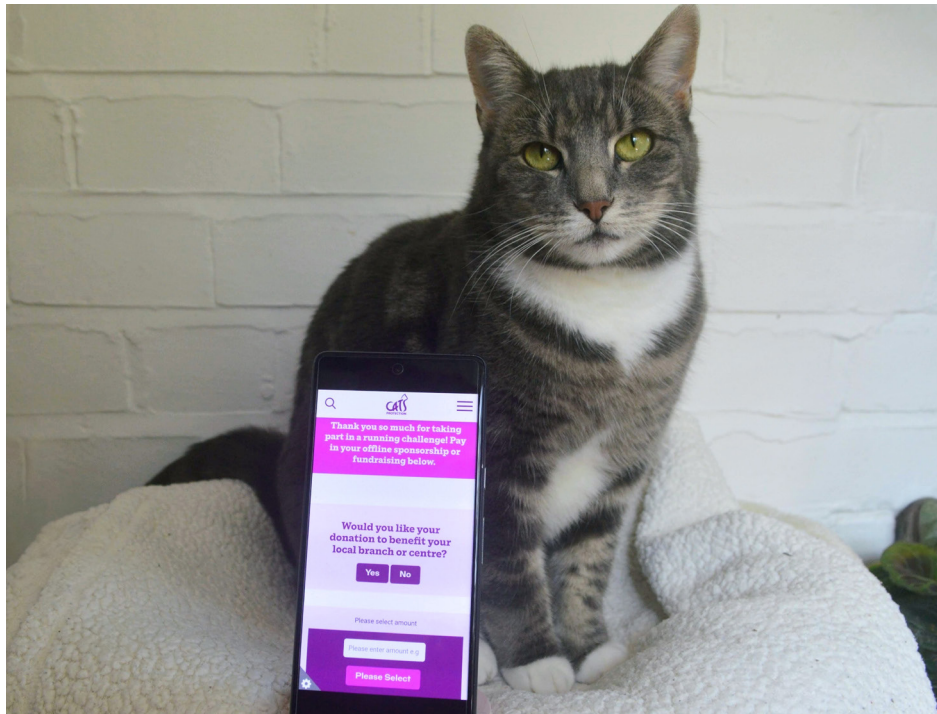
Running events:
cats.org.uk/runssponsorship

Walking events:
cats.org.uk/walkssponsorship

Phone: 0800 917 2287 and pay with a credit or debit card over the phone

Online fundraising page: If you've used an online page such as JustGiving, then sit back and relax! All the online donations on your page automatically come through to our bank account, no need to do anything else.

Please ensure you let our team know when you have made a payment online or by phone, including the amount, so that we can add this to your fundraising total. Make sure you let us know if you want to support a specific cat centre, and we will make sure they receive your funds.



Key contact details

Our team are here to support you in your fundraising journey. You can contact us for advice, support and resources on:



Phone: 01825 741 960

Email: events@cats.org.uk

Address:
Fundraising Events team
National Cat Centre
Chelwood Gate
Haywards Heath
RH17 7TT

"I just feel so proud of myself knowing that I've made even the smallest difference to these animals' lives. I feel like I have given back a little bit of the joy I have received from having cats in my family."

Gee Harland, London Marathon.



Thank you, Cat Champion!



Cats Protection is a registered charity 203644 (England and Wales), SC037711 (Scotland) and is listed as a Section 167 institution by the Charity Commission of Northern Ireland. | EVE_25_683