

# Fundraise your way

A guide full of fundraising ideas



**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 scratches 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!**



# Fundraising inspiration

The best thing about fundraising your way, is you can choose to do an activity that fits with your lifestyle and interests. There are so many possibilities, we've put together a few of our favourite fundraising ideas to get you started.



Once you have decided what type of fundraising you want to do, register your fundraiser with us to get all the support and help from our friendly team.

[Register your fundraiser with us](#)



## Personal fundraising ideas

**Raffle:** Organise a raffle where participants buy tickets for a chance to win donated prizes. This can be done in person or online.



**Bake for cats:** Do your best Mary Berry impression and get baking for cats. Ask for a donation for each slice.

**Celebrations:** Instead of cards, money or gifts for your next birthday or special occasion you could set up a fundraiser.



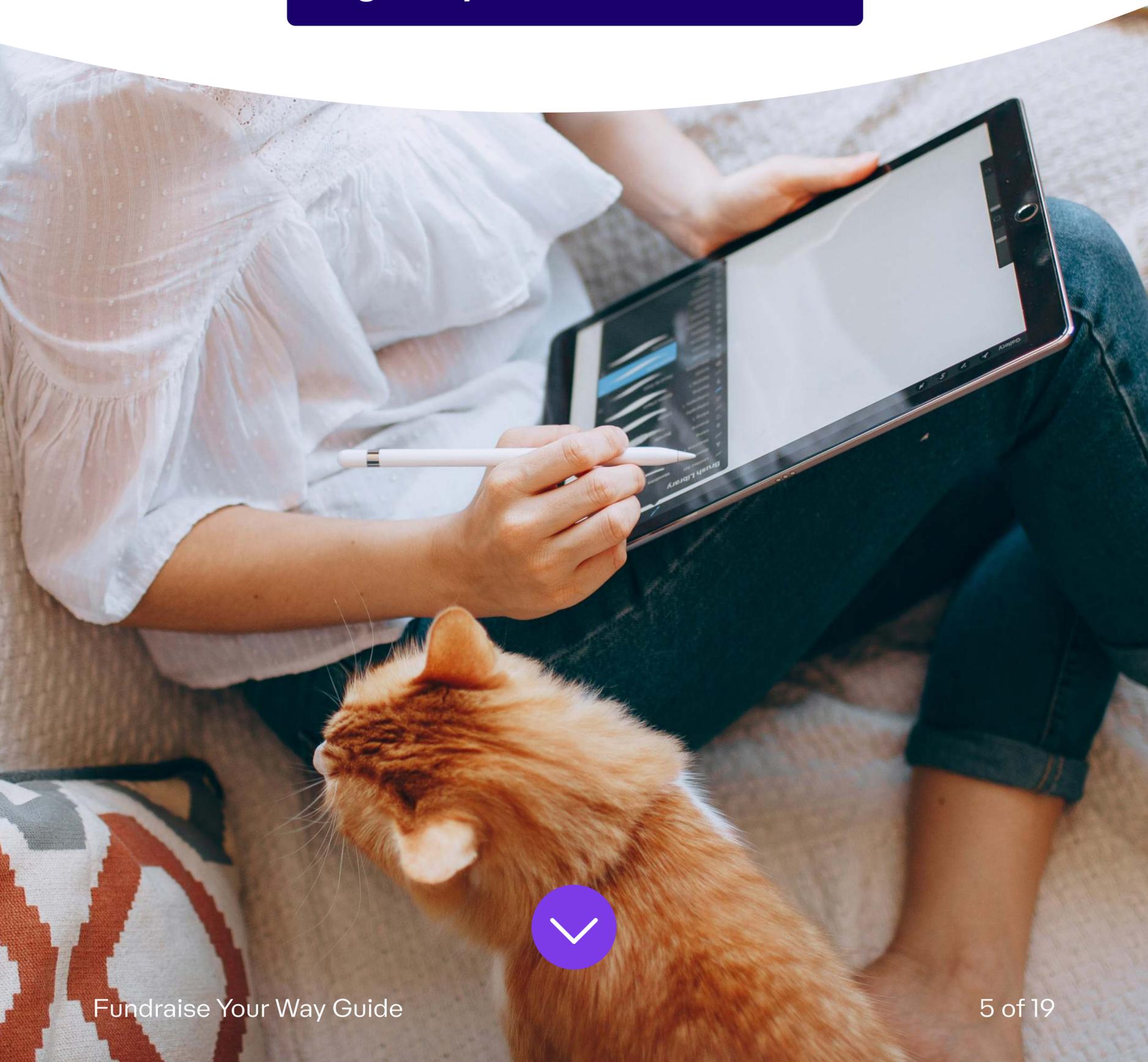
**DIY cat toy workshop:** Organise a workshop where participants make cat toys using inexpensive materials like cardboard, string and fabric scraps. Charge a small fee for attendance and materials.

**Arts and crafts:** Use your artistic talents to create some cat-themed artwork, put on an exhibition and sell your creative masterpieces to raise money.

**Social media fundraising:** Set up a fundraiser or share stories with a donate button across your socials. Share stories of your connection to the cause and the impact the donations will have on cats in our care.

**Stream for Cats:** Join our community of streamers, creators and content makers by setting up a [fundraising stream](#) for cats. Hit certain fundraising milestones and receive gifts for the special cat in your life.

[Register your fundraiser with us](#)



## Sponsorship ideas

**Cat's got your tongue:** Get sponsored to spend a day or two completely silent! How long can you last?

**Get active:** Challenge yourself to a physical endurance event such as a long-distance run, bike ride or triathlon, and ask friends and family to sponsor you.

**Give it up for cats:** Hide the choccie biscuits and lock away those temptations, why not give up your favourite treat or kick that bad habit for a month, all in the name of Cats Protection?

**New do:** Get sponsored to have a bold new haircut, head shave or to dye your locks a different colour.



**Read-a-thon:** Partner with a local library or organise your own read-a-thon. Gather sponsors who pledge money based on the number of books or pages read. Grab a cuppa and start reading!

**Step challenge:** Arrange a lunchtime walking or running group to boost your daily step count. Get sponsored for hitting big milestones!



## Group fundraising ideas

**Cat 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.

**A musical number:** Does your cat love Sinatra or are they more of a Swifty? Then why not arrange a concert featuring your cat's favourite songs, or songs with a cat theme? The money raised from ticket sales will have a huge impact on cats in our care. Feeling brave? Then why not warm up those vocal cords and make it a sing-a-long or karaoke event?

**Comedy night:** Why did the cat cross the road? How many cats does it take to change a lightbulb? Host a night of stand-up comedy or an improv performance night.

**Knitting kitties:** Ask your knitting circle to come together to create cat toys or cat-sized blankets. The items made can be sold or auctioned off for additional funds.

**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.

[Register your fundraiser with us](#)



## School fundraising ideas

**Kitty craft fair:** Organise a fair where local artists and crafters sell their goods, with booth fees and a percentage of sales donated to the charity.

**Book fair:** Arrange a fair where new or gently used books are sold, with a portion of the proceeds donated to the cause.

**Feline fun run:** Organise a fun run or walk where participants dress in cat-themed attire. Charge registration fees and offer prizes for the best costumes.



**Scavenger hunt:** A great game for you and your friends! Put together some tricky clues which will lead participants to a prize. Ask for a donation to join in on the fun.

**Talent show:** Show off your skills by organising a talent show with your classmates. Sell tickets for audience members.

**The cat's pyjamas:** Ask your school to host a non-uniform day where classmates pay a fee to wear their pyjamas, casual clothes or dress like your cat instead of usual uniforms.



# Fundraising at work

**Breakfast of champions:** Start off your workday right by hosting a breakfast event where participants pay for a delicious morning meal. Include activities like raffles or games to raise additional funds.

**Cats and cocktails mixer:** Host an after-work social mixer with cat-themed cocktails and mocktails. Charge for tickets.

**Clothes swap:** 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.

**Duvet day raffle:** Sign up to the raffle and be in with the chance of winning an extra day's holiday.

**Foodies festival:** Spice up your lunchtimes and arrange a food festival, where colleagues make and bring in their favourite dishes for everyone to sample. Charge an entry fee to raise money.

**Lunch and learn:** Do your co-workers have secret talents that they are eager to share? Why not host weekly lunch and learns, where colleagues share their expertise for a small fee!

**Sweepstake:** Gather your colleagues together for a sweepstake on a competition of your choice. Everyone pays to enter, with half the pot going to Cats Protection.

[Register your fundraiser with us](#)

## Seasonal ideas

**New year, new you!** Start 2025 off right. Get sponsored to take on a personal challenge. From conquering a fear to learning a new skill. Every obstacle you overcome will be helping cats in need.



**Murder mystery party:** With a new season of *The Traitors* starting, why not step into the world of mystery, deception and fierce competition? Host your own murder mystery party to sniff out that traitor!

**Valentine's Days' celebration:** Let's celebrate the most important friendships in our lives, the ones with fur, whiskers and a whole lot of sass! Host a Valentine's Day's celebration with a difference and raise money for cats.



**Spring fling:** Dust off your dancing shoes and gather your friends, family and community for a spring fling dance in aid of cats. Set up a raffle and cat-themed cocktails for a fun-filled evening.

**Cat-friendly plant sale:** Embrace the power of the flower! Did you know some plants are toxic to cats? Spread the word about cat-friendly plants whilst raising money by hosting a plant sale in aid of Cats Protection.

**Wild swimming:** Cats may not be the biggest fans of swimming, but do you dare to dip your toes in? Brace the chill and get sponsored to do some wild swimming, all for a good cause!

**Easter egg hunt:** Why does the Easter bunny get to have all the fun? Throw an Easter -themed fundraiser with games, tasty treats and tons of activities to raise money for cats in need.

[Register your fundraiser with us](#)



# If organising your own fundraising isn't your thing, let us do it for you.



We've got plenty of organised events and challenges to suit your needs. Visit [cats.org.uk/fundraise](https://cats.org.uk/fundraise) to find your perfect event.





**Craft for Cats:** We have a selection of different virtual cat-themed craftalongs throughout the year. Meaning you can take part from the comfort of your own home. With kits designed for all abilities you are sure to have fun and learn a new skill.



**Run for Cats:** Take part in a running challenge. Join our Cats Protection team and we'll be behind you right to the finish line.

You'll get a branded top to train and race in, access to our Facebook group to keep you motivated, as well as ideas, resources and support to help you fundraise.





**Challenge yourself:** Whether you fancy firewalking, skydiving or abseiling. We have got a range of organised adrenaline activities for the daredevil in you!



**Walk for Cats:** Get outdoors and take in some of the UK's most stunning scenery on a charity walk while helping raise vital funds for cats and kittens in need!



# Some successful fundraising stories

## Amy's making her mark for cats

After her beloved cat, Kitty, passed away at the age of 21 last year, Amy Knight decided to raise money for Cats Protection. She organised a tattoo flash sale, creating a set of cute cat-themed designs that people could choose from, with £20 from each tattoo going towards our work with cats.



**Amy raised an incredible £240 on her first day of fundraising. Thank you, Amy!**



## A bountiful bake sale

Eleven-year-old Annika Fox is a big fan of cats and has her own tortoiseshell moggies called Katinka and Mog. Annika, along with one of her friends, decided to raise money for Cats Protection by running a bake sale outside her house. They promoted the event around the local area with posters and then made lots of different types of cakes.



**Lots of neighbours, passers-by and friends stopped by to support them and they managed to raise an incredible £182.**



# 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

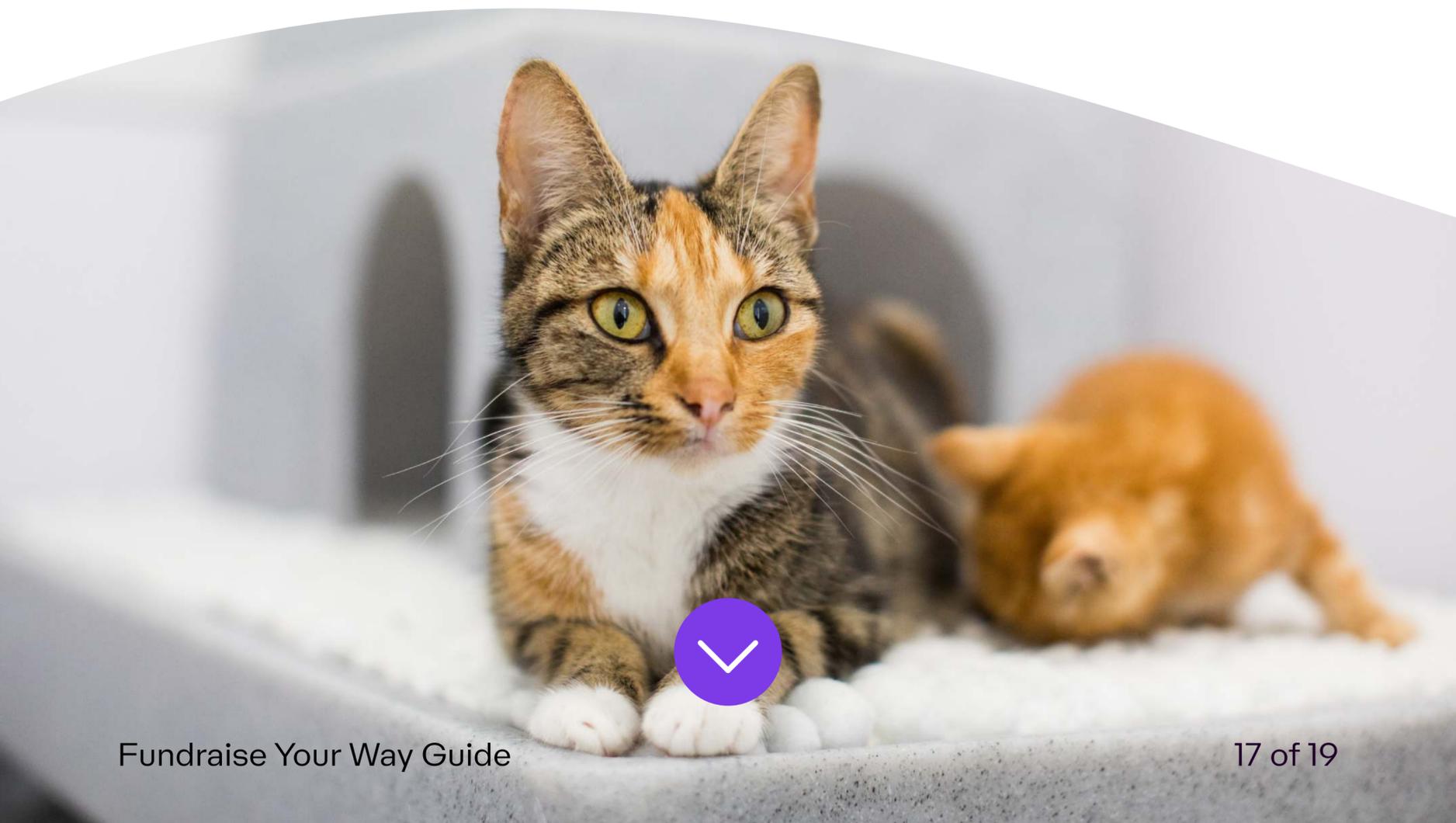
**£80** would cover the cost to treat a cat with matted fur

**£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 rescue, 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.



# Next steps

Now that you are ready to get started, it is time to [register your fundraising activity with us.](#)

**When you register, our friendly team will provide:**

- guidance tailored to support you with your chosen activity
- top tips for planning a successful event
- a range of printable resources that can be used before, during and after your event
- content to share on social media to promote your event and encourage donations
- information on how your money will help the cats in our care

Don't forget our team is here to support you every step of the way. If you have any questions then please email us [fundraiseyourway@cats.org.uk](mailto:fundraiseyourway@cats.org.uk)