



Community Fundraising Guide





Contents

- 3 How your money helps
- 4 Fundraising Events
- 6 How to Get Involved
- 8 Top tips for successful a fundraiser
- 9 How to bank your money
- 10 Asking for support
- 11 Fundraising Heroes
- 12 Important things to know
- 13 Animal Transformations
- 14 Contact us

How your money helps

Each year over 45,000 abused, neglected and abandoned animals will come through the doors of the SPCA. Our team investigates animal cruelty, rescues animals, seeks justice for animals, and gives them love and care.

The SPCA receives no direct government funding to do this vital work. Instead, we rely on the generosity of our community and help from supporters like you.

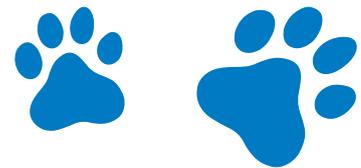
By choosing to fundraise for the SPCA, you're helping give animals a second chance at life.

- > \$25 will provide medical treatment for one injured animal.
- > \$50 will keep an inspector's van on the road for one day.
- > \$100 will allow us to de-sex, vaccinate and microchip one cat preparing it to find its new forever home.
- > \$150 will provide medical treatment and care for a litter of kittens and their mum.
- > \$210 will give a puppy a warm bed for a week.
- > \$500 will provide medical treatment and care for a litter of puppies and their mum.
- > \$720 will provide dental care for six horses.
- > \$1,000 will provide emergency medical treatment to a severely injured animal.



Fundraising Events

Join thousands of other animal lovers each year who take part in an official SPCA fundraising event. Events are a great way to raise money for animals in need. Whether you're running a marathon, jumping out of a plane, rattling a bucket or baking cupcakes - all the money you raise will help protect New Zealand's sick, injured, abandoned and abused animals.



Community fundraising

Create your own fundraising event or activity to raise vital funds for animals in need today. There is no limit to what you can do to fundraise. Check out the “How to Get Involved” section of this guide for some fun ideas, or challenge yourself to create something unique. Whether you're at school looking for a project, at work looking for something fun to do with colleagues, or a business looking to support a cause, you can become a valued community supporter and make a huge difference today. Contact fundraise4spca@spca.nz or call us on 09 256 7312 to discuss your idea and set up your online fundraising page. We can't wait to hear from you.

Active events

Team SPCA takes part in most major active events like marathons and local fun runs. As part of Team SPCA, you receive one-on-one fundraising support from our dedicated fundraising team, helping you smash your fitness and fundraising goals! You also receive a Team SPCA tshirt once you raise over \$150 and the opportunity to win prizes. Can't find your local active event listed on our website? No worries! You can use absolutely any event to fundraise for the SPCA. Just email fundraise4spca@spca.nz to set up your personal fundraising page and start training today.

SPCA Annual Appeal

Thousands of SPCA supporters hit the street throughout New Zealand each March to collect for sick, injured, abused and unwanted animals. Just two hours of your time can make a bucketload of difference for those who desperately need our help. Each SPCA centre organises sites in their local community for you to rattle a bucket and collect donations – you may even bring your furry friend along to help raise even more! Registrations open for the street appeal each January, this is the perfect event to bring a friend or family member along and make a real difference for the SPCA.

Jump to the Rescue

Join us for the adventure of a lifetime! Jump to the Rescue for the SPCA in June and you will experience the thrill of a 13,000 ft. tandem skydive while helping to save animals in need. Raise over \$880 and you'll get to jump for free! Registrations for this exhilarating fundraising event launch in April – visit our website to sign up. You will be supported by our dedicated fundraising team throughout the journey. So what are you waiting for? We dare you to jump to the challenge!



SPCA Cupcake Day

This event is the sweetest way to bake a difference for animals. Join thousands of New Zealanders every August as they grab their spatulas to fight animal cruelty with cupcakes! You can fundraise with colleagues, school friends, through your business or with your social group. Simply sign up, use our fun SPCA resources to make your event pop, bake up a storm and sell sell sell! If you can't host your own bake sale, visit spcacupcakeday.co.nz to find a local street sale to support, or simply donate online.

SPCA Walk Your Dog to the Moon

SPCA's newest fundraising event Walk your Dog to the Moon takes you on a journey into space. Kiwis will hit the street for this virtual walking event throughout the month of November, collectively walking the number of kilometers between Earth and the moon. If you don't have a four-legged friend to join you, grab your favourite two-legged pal instead and walk in teams. You'll receive an exclusive event participant welcome pack, as well as invites to local dog walks to meet your fellow moon walkers. Gather donations from friends and family throughout your journey and help us make this the SPCA's biggest fundraising event! We launch in September - make sure you're ready for take off.

Visit walktothemoon.co.nz



How to Get Involved

There are heaps of fun ways that you can raise money for New Zealand's animals in need. Here are some ideas to get you started.

Some things you should consider are:

- > Who will be available to help out?
- > Where is your venue?
- > Will you need to consider transport and refreshments?
- > What other resources will you need?
- > What is your budget for expenses and who can you call upon to donate time or skills?
- > How will you promote your event?

At school

- > Do a sponsored swim or silence
- > Hold a 'bring and buy' sale
- > Have a pop quiz with an entry fee
- > Hold a bake sale
- > Make and sell Christmas cards/decorations
- > Put on a play/concert and charge an entry fee
- > Arrange a mufti day

At work

- > Hold a donation casual Friday
- > Guess how many lollies in the jar
- > Hold a bake sale, coffee break, shared lunch, quiz night or movie screening
- > Ask your boss to donate a small prize and hold a raffle
- > Ask your employer about match giving – many employers will match the funds raised by their employees, doubling your donation!
- > Contact the SPCA and ask them what activities they have planned – put up a poster for them on your staff notice board to help them with publicity.
- > Sign up your workplace to help at SPCA Annual Appeal, sell cupcakes at Cupcake Day, or make teams for Walk Your Dog to the Moon.

At home

- > If you go to the gym, get friends and family to sponsor you on the treadmill, rowing machine, stepper and in the pool for your workouts
- > Donate any unwanted clothes or bric-a-brac to your local SPCA op-shop
- > Hold a coffee morning at parent-toddler groups



Still stuck?

Personal challenge ideas

- > Abseiling
- > Bungee jump
- > Beard/head shave
- > Fun run
- > Golf day
- > Sponsored swim
- > Sponsored silence
- > Sponsored 24 hours outside to live like a homeless animal
- > Sponsored 24 hour famine to live like a hungry animal
- > Break a bad habit challenge

Social event ideas

- > Art exhibition
- > Bingo
- > Comedy evening
- > Car wash
- > Concert
- > Easter egg hunt
- > Fashion show
- > Karaoke evening
- > A masquerade ball
- > Movie night
- > Photography exhibition
- > Pamper party
- > Quiz night

Visit our website at www.sPCA.nz/fundraising for even more ideas for how to fundraise!



Top tips for a successful fundraiser

Keep it simple

- > Simple fundraising ideas tend to be more successful. Simple ideas also mean you will have more time to concentrate on raising money and having fun.
- > Set a goal amount you would like to raise. People are more generous if they think they are helping you reach your target. Plus, having a target amount is a great way to keep you motivated.

Just ask

- > It is a good idea to get as many people as you can involved in your event. It makes things easier for you and will ultimately mean more money raised for a great cause.
- > Ask businesses if they would like to make a donation, companies often have money allocated to support local charity events. Ask your employer if they would match the funds you raise. You would be surprised what support you can get, but remember if you don't ask, you won't get. Check out the next page for more information on asking for support.



Keep the costs down

- > The lower the cost of your fundraising event, the more money that goes to animals in need. Try to get required things donated and if you do need to spend some money be sure to set a budget to keep costs down.

Be safe

- > It is important to be safe while fundraising. Make sure you do not risk your own safety or the safety of others.
- > There are some legal regulations to follow while taking part in fundraising.
- > If you have any questions about this please contact us.

Have fun! Remember to have fun at your event. The more people enjoy it, the more money they'll give!

Asking for support

Asking friends, family and colleagues to sponsor you for an event can sometimes seem intimidating. It's important to remember why you chose to fundraise for the SPCA and that you're raising money for a fantastic cause.

Below are some examples of messages that you can send via email, text message or post on your social media sites asking people to support your fundraising efforts. Don't forget to include a link to your fundraising page in any messages you send to make it as easy as possible for people to sponsor you.

"Hey everyone, summer = fun and sun, but summer also means kitten season and lots of animals without loving homes. Please check out my page and if you have money to spare I would really appreciate if people could sponsor me to raise money for the SPCA!"

"I'm completing the 'Event name' as an excuse to keep fit and to raise money for the SPCA to support animals in need. The SPCA receives over 45,000 animals through their doors annually and responds to over 15,000 requests to rescue animals in need. Please help support the SPCA and make a difference to animals in need by donating to my fundraising page and by forwarding this email/sharing this post/email."



Tips on asking for support:

- > Make your ask personal! Tell people why you are supporting the SPCA and why you are doing the event. Do you want a reason to get fit? Do you love animals? Did you ever get a pet from the SPCA?
- > Keep it short and sweet.
- > Personalise your online fundraising page: upload a profile picture and add a personal story.
- > Speak directly to the people you are asking for support eg: "You can help!", "You can make a difference!"
- > Ask your friends, family and colleagues to share your fundraising page. The more people who see your page, the more money you will raise.
- > Still having trouble raising money? Contact us on (09) 256 7312 to brainstorm even more ideas.

Check out your local SPCA Facebook page to get pictures and stories of animals at the shelter that you can use and share. The cute factor always helps grab attention!

How to bank your money

Online fundraising page

If you have created your own online fundraising page as part of an event, you may deposit your funds straight onto this page. This is a great way to show friends and family exactly how much you raised, as well as streamlining the process for us!

Bank transfer

You can transfer money directly to the SPCA through your bank to:

Acc. Name: SPCA New Zealand
Acc. Number: 12-3109-0019825-21

Please include your name as a reference and, if you know your supporter ID number, please put in particulars. Then contact us via fundraise4spca@spca.nz with further details of the donation so we can issue you with a receipt.

Credit card donations

Credit card donations can be made over the phone by calling us on 09 256 7312 between 9am – 5pm, Monday to Friday.

Alternatively you can donate online with your credit card on our website www.spca.nz

Cash

You may drop cash into reception at any SPCA Centre or Opshop. Ensure that you leave your details with the donation as well as information on the fundraising activity you did. You can find our centre and opshop locations online at www.spca.nz

Cheque

Cheques should be made payable to 'SPCA New Zealand' and posted to:

SPCA New Zealand
FreePost 189573
PO Box 43221
Mangere
Auckland 2153

Please include your contact details with the cheque so that we can send you a tax receipt.

Whichever way you choose to bank, please email fundraise4spca@spca.nz to let us know you've made a deposit, along with some information on your fundraising event or activity.



Important things to know

Our promotional restrictions

We are extremely fortunate to have lots of community supporters out there fundraising for animals in need. As a result, we are sorry that we cannot promote your event, fundraising activity or business on our website or on any of our social channels. We thank you in advance for your understanding.

Using the SPCA name/logo

We are able to provide you with an official “Community Supporter” logo for use on promotional material relating to your fundraising event/activity. This can be used digitally and on print material relevant to the event only. For any other usage requests and to receive the logo, please email fundraise4spca@spca.nz

You may not use our official SPCA logo

Please ensure that all mention of the SPCA name is in relation to your support of our organisation. It must be clear that you are a supporter, not a sponsor, and that we are in no way officially partnering with or endorsing the activity or event.

Public liability

If your fundraising activity requires public liability insurance, contact 09 256 7312 to discuss. We may be able to provide you with our details but will need to discuss the health and safety risks of your event first.

Site permits

If you are wanting to collect money or sell something in a public space, you may need to obtain a site permit. Contact fundraise4spca@spca.nz or call 09 256 7312 for advice on this matter or to assist you with obtaining a permit.

Food health rules

If you are planning to involve food in your fundraising activity, it is essential that you follow good food handling processes. Visit www.foodsafety.govt.nz for more information.

Tax rebates on donations?

All donations over \$5 are tax deductible! Email fundraising@spca.nz for a receipt if you haven't already received one.



Fundraising Heroes



Arthur:

In 2017 I had the honour of being an SPCA Charity Hero for the Auckland Marathon!

To be frank I hate running, but I do care about animals. After some soul searching, I signed up for the half marathon (first time ever), and completed it in just over 2hr 20min. The fundraising side was surprisingly easy as everyone was so supportive. I sent out emails, posted it on Facebook, LinkedIn and asked my family, friends and work mates to help me. I managed to raise around \$1850. If you've ever thought of supporting the SPCA through joining an event or running your own fundraiser - sign up and just do it. Without you or me, they can't help the innocent, helpless animals.



Indianna:

I am 12 years old and I wanted to raise money for the SPCA as I love animals. Mum and Dad donated



all the ingredients so that I could give all the funds to the SPCA. I made posters and took them to schools, my Martial Arts club, local shops, friends and family. I made about 380 cupcakes over the school holidays with my mum and friend. We iced them in 5 different colours and made chocolate bones and paw prints to put on top. Lots of animals have no homes, no food and have been abused; this money will help them.

Neve:

Raising \$1000 for SPCA was so rewarding! The majority of the money I raised came from selling homemade dog biscuits at a local Sunday market. My passion for saving animals comes from owning two Dalmatians, Ruby and Purdy; who helped at every market, and tested the dog biscuits - for quality purposes of course! There are a multitude of other ways to help out if running is not your forte!



Carol:

We are a club for Newfoundland Dogs, and since 2009 we have collected over \$65,000 for the SPCA Annual Appeal.

We are driven by helping animals have a better life. This is what motivates us each year to get up at 4.30am on the first day of the Appeal to get the dogs fed and ready for the morning ahead. We love nothing more than being out and about with our fur babies, sharing stories with fellow animal lovers, and seeing people hugging our dogs and taking non-stop selfies!



Brydie:

Abbey and I have fundraised at the SPCA Street Appeal for the last 3 years. We are both huge animal



lovers and this is one way we can give back to the SPCA. Just 2 hours out of the whole year makes a huge difference and it is very rewarding. If anyone is thinking of fundraising, please do it! I promise you won't regret it.

Animal Transformations

Thanks to amazing fundraisers like you, these animals were rescued from harm and found their loving forever homes. Thank you for being our hero and saving lives!



Before



After

Teddy

Teddy was found on the side of the road, alone and in pain. He was just a puppy and had fractured legs, and dislocated hips. Thanks to fundraisers like you, it made it possible for Teddy to heal, and now he has a family who love him to pieces.



Before



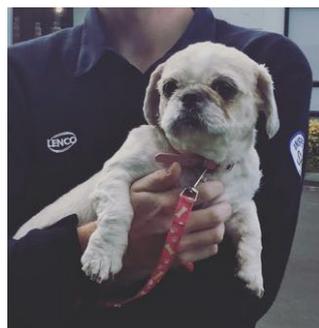
After

Barbie

Barbie was found tangled up in a barbed wire fence. An SPCA Inspector hurried to Barbie's aid, cutting her from the fence and rushing her to the vets. After six weeks of treatment, Barbie fully healed and found a forever family.



Before



After

Small Fry

When Small Fry was found by an SPCA Inspector, her fur was so matted, she couldn't even see or walk properly. She was absolutely terrified. Our vets fixed her up and she spent time with a foster family who fell in love and ended up adopting her.



Contact us

Email: fundraise4spca@spca.nz

Phone: 09 256 7312

Website: www.spca.nz/fundraising

Happy fundraising!

