



# BE PART OF THE SOLUTION

INSPIRATIONAL IDEAS ON HOW TO  
GET STARTED WITH YOUR FUNDRAISING



# THANK YOU

WE COULDN'T DO IT WITHOUT YOU!

Thank you so much for choosing to fundraise for International Animal Rescue! In this pack you will find lots of helpful information and inspiration to get you started with your fundraising. Thanks to people like you, we are able to continue our important work rescuing animals from cruelty and suffering.

Our work is funded entirely by public donations. Your support is vital if we are to make a lasting difference. By choosing to fundraise for us, you become a part of something incredible, part of an end to animal suffering, part of the solution.

We would love to hear all about your plans so be sure to let us know what you're planning by emailing us at:

[fundraising@internationalanimalrescue.org](mailto:fundraising@internationalanimalrescue.org)



## ABOUT US

At International Animal Rescue we not only save animals from suffering, we also rehabilitate and release them back into the wild and work to protect their precious natural habitats. Our work includes cutting free and caring for captive bears in India and Armenia, rescuing and rehabilitating orangutans and other primates in Indonesia and treating injured and orphaned howler monkeys in Costa Rica. Our aim is to return animals to their natural environment wherever possible, but we also provide a permanent home for those that can no longer fend for themselves.

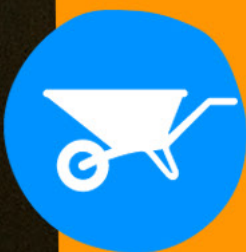
As human populations expand, wildlife comes under increasing threat. By rescuing individual animals belonging to species like the orangutan and reintroducing them into protected areas in the wild, our work also plays a role in the conservation of the species as a whole.

**Our vision is a world where humans and animals coexist in sustainable eco-systems.**





# WHAT YOUR FUNDRAISING COULD DO



**£25**

Could buy an orangutan transporting wheelbarrow



**£50**

Could buy an enriching wobble tree for a bear



**£100**

Could care for a rescued slow loris for a month



**£500**

Could provide a full health screening for a rescued orangutan



**£1,500**

Could feed a rescued bear for a year



**£4,000**

Could rescue and relocate an orangutan left stranded by deforestation



We believe that everyone can get involved in fundraising! No matter how big or small your idea, by taking part, you will be building a better future for animals in need!



# FUNDRAISING SUPERSTARS!



PATTY CUTHBERT

“ I began fundraising for International Animal Rescue 4 years ago after I read the story of Gito, the baby Orangutan who had been left for dead after his mother had been killed by poachers. I was horrified and saddened to learn about the plight of the critically endangered Orangutan and I desperately wanted to help in some way. It was through this story that I **discovered IAR and the amazing work they do rescuing, rehabilitating and saving animals from terrible suffering.** ”

I was a complete novice and knew nothing about fundraising but decided I would give it a go. I have done yard sales, many raffles and host an annual “Orangutan Pub Night”. While fundraising I am also raising awareness and very much enjoy talking to people about how our support is helping to make a difference in the lives of threatened animals and is crucial to the ongoing work that IAR does.

**Fundraising and being a part of such an incredible organization has been the greatest and most fulfilling experience of my life.** It has been a valued opportunity for learning and personal growth; the giving of yourself to help make life a bit better for animals in need can only be described as enlightening. I am so fortunate and excited about continuing to support IAR in the future and am so grateful to all the people in my life who make these efforts possible. I would encourage anyone who is interested to get involved... fundraising is so rewarding and our help is what enables IAR to carry out their vital mission! ”

## ALICE, KITTY AND LIZZIE

“ We knew we could help orangutans by fundraising for IAR. We asked everyone to sponsor us and gave up packet snacks for a month. We did an assembly and a cake sale at school and at daddy's work we did a wear orange to work day and a colouring competition. Together we raised **£1,261.32** and helped tell everyone why the rainforest and orangutans need our help. If we tell people that they can make a difference they can tell their children and they can tell their friends. **Spread the word!** ”

IAR is important to us because, if we could, I think most people would go out and rescue all the animals that need our help and they are doing that. IAR are doing the job we want to but we are too little. When you destroy the rainforest you destroy orangutans. Orangutans are just as important as us. Any animal is. We are animals too (although we never think of ourselves as animals). **If we destroy the rainforest then we destroy our world.** Eventually we destroy us all. ”



DEBORAH TESSIER

“ I'm grateful that IAR can give us all an opportunity to do our bit by fundraising and raising awareness. **If we all pull together we can effect change.** It's not enough just looking at images of gorgeous baby orangutans, we need to take on board why they are without their mothers and help as much as we can. ”



MARK HAILSTONE

“ I'm proud to support International Animal Rescue because they fight tirelessly to save the most vulnerable wildlife and their habitats. The global extinction crisis often seems ominous and through their success stories from the front line, **IAR provide inspiration and hope** that species such as the orangutan can be saved. They're also a really nice bunch and make me feel **valued** as a fundraiser, so I've recruited several friends and family as supporters over the years too! ”

I have taken part in events for IAR previously and am currently fundraising for The Brighton Marathon. This is good fun and I have got all my family, friends and colleagues involved - it's amazing how supportive people are when you need them to be! I will continue to spread the word and raise money up until the event and my current funds raised stand at **£2,111** so I'm confident of ”



BEN VINCE

“ I'm pleased to have raised **£687** so far for International Animal Rescue through running the Brighton Marathon and fingers-crossed will be raising more through running the race again! International Animal Rescue is making **such a difference** through rescuing animals from human insolence, and I'm **proud** to help them continue their work. ”





# OUR A-Z GUIDE TO GETTING INSPIRED



## Aa

Raise funds whilst you raise your **adrenaline**. Do a sponsored bungee jump, skydive or abseil.



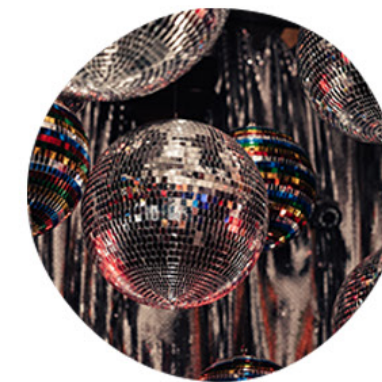
## Bb

Host a **bake** sale! Everybody loves cake, especially when the profits are going to a good cause.



## Cc

Invite your friends to a **coffee** morning and ask for a small donation whilst you chatter.



## Dd

Why don't you set up a sponsored **dance-a-thon** or **disco** fundraiser and get moving!



## Ee

Host an **event** of your choice and donate the proceeds to our life-saving work.



## Ff

Ask your friends to sponsor you for a **food** challenge. Give something up or set a record!



## Gg

**Garden** parties are the highlight of any summer. Invite friends and family and ask for a small donation.



## Hh

Dye your **hair** a fun and crazy colour or host a mad hair day in your school or office.



## Ii

**Inspire** and **inform** people by handing out information and talk to people about our work.





# Jj

Host a **jumble** sale and sell any of your possessions you no longer get use from.



# Kk

Have a **karaoke** party for your birthday and ask your friends to donate instead of giving a gift!



# Ll

Set up the **lemon** balance challenge in your home or office and see how much you can raise for us.



# Ss

Ask your **school** if they would like to get involved with your fundraising event.



# Tt

Set up a **tombola** or a **tuck** shop and donate the profits!



# Uu

Either at school or in the office – ask people to make a small donation for a **uniform** free day.



# Mm

Organise a **music** gig and charge an entry fee on the door. Good tunes and good vibes!



# Nn

Nominate your friends to take on a challenge with you. See how far you can go!



# Oo

On special **occasions** such as a wedding or birthday, ask for donations instead of gifts.



# Vv

Our project partners throughout the world have **volunteering** opportunities available at multiple sanctuaries.



# Ww

Get everyone at your **workplace** involved! Use it as a team-bonding experience.



# Xx

You could give a donation instead of giving **X-mas** cards during the holiday season.



# Pp

Have a **party**! It could be virtual, at a venue or at your house and ask guests to donate.



# Qq

Organise a **quiz** night at your local pub or from your own home over the internet.



# Rr

Take on the challenge of a marathon **race**. 5k, 10K or train for the 42K London Marathon.



# Yy

**Yard** sales are a fun way to make some money whilst giving your house a de-clutter.



# Zz

Who needs **Zzz**'s when you can get sponsored to stay awake for 24 hours!





## FOLLOW THESE STEPS TO GET STARTED WITH ORGANISING YOUR FUNDRAISER!



### COME UP WITH AN IDEA AND SET A DATE

Is there something you enjoy doing or know you are particularly good at? Can you think of a way you could raise money by doing it? There are hundreds of ways to fundraise for us, so be creative and don't be scared to try something a bit different! Think about how long you will need to organise and plan for your fundraiser, set a date and start thinking about a good location if you will need one.



### SET YOUR TARGET

Having a target helps to motivate yourself and others to get started and get donating. If your fundraising target is large, divide it into smaller more manageable chunks to make it less daunting.



### MAKE SURE EVERYTHING IS SAFE AND LEGAL

If you will be fundraising in a venue, make sure they have all the required licences. Read through the 'staying safe and legal' section of this booklet for more information and advice.



### ASK FOR HELP AND LET US KNOW

If you are planning a big event it might be good to ask your friends or family to help with the process and to volunteer on the day. We would also love to help you and hear all about your plans to raise money for our work. Get in touch by emailing: [fundraising@internationalanimalrescue.org](mailto:fundraising@internationalanimalrescue.org). If you are going to post about your fundraising on social media don't forget to tag us!



### SET UP A JUST GIVING PAGE AND SPREAD THE WORD

If you are planning any activity that requires sponsorship collection, an online page is a simple and easy way to collect donations and gift aid information. To set up your page, visit: [www.justgiving.com/internationalanimalrescue](http://www.justgiving.com/internationalanimalrescue). Then, make sure everyone knows what you are planning and how they can support you. Post on social media, email contacts, put up posters, contact local press and ask if you can leave leaflets in local coffee shops or offices.

# GETTING STARTED





# FUNDRAISING ONLINE



## SETTING UP A 'JustGiving' PAGE

- Go to: [www.justgiving.com/internationalanimalrescue](http://www.justgiving.com/internationalanimalrescue).
- Click on the 'Fundraise for us' button.
- Select whether you are 'taking part in an event', 'celebrating an occasion', 'fundraising in memory' or 'doing your own thing'.
- Follow the steps to register and set up your page and click on 'Create your page'.
- Personalise your page! Add a photo, explain what you are doing and why you are fundraising for us. The more engaging and interesting your page is, the more likely people are to donate!
- Share the link to your page on your social media and email it to all your contacts asking them to make a donation and share the page.
- Let us know you have set up a page as we may be able to share it with our supporters.



## DONATE YOUR BIRTHDAY ON FACEBOOK

Instead of cards and gifts, ask your loved ones to make a donation towards your Facebook birthday fundraiser! We receive 100% of all donations as Facebook do not charge any processing fees. It is quick and easy to set up a birthday fundraiser and start collecting donations.

To set yours up, please visit: [www.internationalanimalrescue.org/birthday](http://www.internationalanimalrescue.org/birthday)



We are also listed on a number of other fundraising platforms. Whichever platform you choose to fundraise for us on, please be sure to let us know by emailing us at:

[fundraising@internationalanimalrescue.org](mailto:fundraising@internationalanimalrescue.org)







# STAYING SAFE AND LEGAL

IT IS YOUR RESPONSIBILITY TO MAKE SURE THAT YOUR EVENT IS SAFE AND LEGAL

International Animal Rescue cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of your fundraising activity.

Listed below are some important points to consider:

## HANDLING DONATIONS

Please make sure that others are present when you are counting money and that you send it to us without delay.

## FOOD AND DRINK

If you plan to have refreshments at your event, you must make sure that food is prepared safely. Please check the [www.food.gov.uk](http://www.food.gov.uk) or [www.foodsafety.gov](http://www.foodsafety.gov) (USA) website for information on how to do this. If you plan to serve alcohol, you must make sure that the venue has a licence or obtain your own from your local authority. Be sure to specify if your food contains any ingredients people may be allergic to.

## INSURANCE

You must make sure that you have proper insurance cover for your event. This may be covered by the venue but you must check this well in advance.

## CHILDREN

Children must be accompanied at all times.

## DATA PROTECTION

Make sure that you comply with data protection laws. Please do not store details of individuals for longer than necessary and keep any details secure and private. Do not pass personal details onto third parties.

## HEALTH AND SAFETY

Make sure that safety precautions are taken and you have a first aid kit on site. You may also need a first aider. If you are organising a large event, please contact your local St Johns Ambulance who can help you to decide what and who you will need at the event. For more information on health and safety, please visit: [www.hse.gov.uk](http://www.hse.gov.uk) or [www.osha.gov](http://www.osha.gov) (USA). Please complete a risk assessment before organising your event. This will help you to identify and limit potential hazards. Make sure you have a fire evacuation route in place and it is clearly marked.



## LOTTERIES AND RAFFLES

If you plan to organise a lottery or raffle at your event or on its own, then please check the laws governing this activity at: [www.gambling.commission.gov.uk](http://www.gambling.commission.gov.uk), [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) or [www.gambling-law-us.com](http://www.gambling-law-us.com) (USA).

## PUBLIC DONATIONS

You need to obtain a licence before organising a street collection. Let us know if you require an official letter stating you are fundraising on our behalf. All collectors must be over the age of 16.

## DISABLED ACCESS

Don't forget to plan for disabled access and facilities.

## LICENSES

You will need licences for a number of things including extended hours and music. Please contact your local authority for details.





# AFTER THE EVENT

WE WOULD LOVE TO HEAR ALL ABOUT HOW YOU GOT ON AND SEE ANY PHOTOS OF YOUR FUNDRAISING!

There are a number of ways you can send in the money you have raised, whichever method you choose, please also send a paying-in form which is included in this pack or available at [www.internationalanimalrescue.org/fundraise](http://www.internationalanimalrescue.org/fundraise). Once you have collected and counted up all the donations, there are a few ways you can pay the money raised in to us:



## MAKE A DONATION ONLINE

You can make a donation via our website at: [www.internationalanimalrescue.org/fundraising-pay-in](http://www.internationalanimalrescue.org/fundraising-pay-in). If you do this, please also email [fundraising@internationalanimalrescue.org](mailto:fundraising@internationalanimalrescue.org) so we are aware the online donation is a result of money collected through your fundraising.



## SEND A CHEQUE

You can send a cheque made payable to 'International Animal Rescue' to our head office: **International Animal Rescue, Lime House, Regency Close, Uckfield, East Sussex, TN22 1DS.** Please include a paying-in form which is included in this pack or available at: [www.internationalanimalrescue.org/fundraise](http://www.internationalanimalrescue.org/fundraise) when sending in your check to let us know the money was raised through your fundraising.



## DONATE OVER THE PHONE

You can make a donation over the phone. Please call us on **+44 (0)1825 767688** to donate the money raised using a credit or debit card.



Thank you for taking the time to read our ideas on how to get started with your fundraising. If you need any help or have any questions, please do get in touch, we would love to hear from you.

You can email us at: [fundraising@internationalanimalrescue.org](mailto:fundraising@internationalanimalrescue.org) or you can call us on **+44 (0)1825 767688**







## CONTACT US

### UK OFFICE

International Animal Rescue Lime House, Regency Close, Uckfield, East Sussex TN22 1DS

E: [Info@internationalanimalrescue.org](mailto:Info@internationalanimalrescue.org)

T: 01825 767688

[www.internationalanimalrescue.org](http://www.internationalanimalrescue.org)

Registered Charity Number: 1118277

### US OFFICE

International Animal Rescue – US

PO Box 137, Shrewsbury MA 01545, United States

E: [Info@internationalanimalrescue.org](mailto:Info@internationalanimalrescue.org)

T: +1 508 826 1083

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**FUNDRAISE | DONATE | SUPPORT**

Join our growing family from across the world

[www.internationalanimalrescue.org](http://www.internationalanimalrescue.org)