



York, Harrogate &
District Branch
Registered Charity No. 232222

FUNDRAISING PACK



fundraising@rspca-yorkhome.org.uk



rspca-yorkhome.org.uk

National Cruelty Line
0300 1234 999



Registered with
**FUNDRAISING
REGULATOR**

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Huncho

THANK YOU & WELCOME

Thank you for choosing to fundraise in aid of the RSPCA York, Harrogate & District Branch. We rely primarily on the general public to help fund our vital work and all your donations will be put to very good use. We aim to provide a high standard of care and accommodation for all animals who are resident with us, as well as good nutrition and a stimulating environment. We are a very successful rehoming centre and are proud of the fact that we find new, loving homes for so many animals in need.

This pack is aimed at providing you with all the information you need to create and execute your fundraising ideas. Thank you again for supporting us and if you need any further help, please feel free to contact us at fundraising@rspca-yorkhome.org.uk

Lilly

Lilly is a female American Bulldog Staffy Cross. Lilly was found by a member of the public in horrendous condition back in October 2020. She was emaciated and her skin was red raw. The person who found Lilly very kindly took her in and comforted her until one of our inspectors arrived on scene.

After just 24 hours of treatment and TLC, Lilly improved both in condition and mood. She was wagging her tail, running around and was always happy to see us.

Six months on, Lilly was hardly recognisable. Despite the positives, she is still understandably a very nervous dog and is continuing to receive treatment for her damaged skin. Thanks to fundraisers like you, we have found Lilly a loving home. She has been so brave throughout her time with us and this happy ending is what she truly deserves.



Lilly before



Lilly after

A BIT MORE ABOUT US

The RSPCA in York, Harrogate and District is a separately registered charity, although we are supported by and work in partnership with the RSPCA National Society. We are primarily self-funded and the money we spend at the Home is raised in York, Harrogate and surrounding areas. Income is also generated by our charity shops in Goodramgate, York, Acomb and Selby.

The RSPCA has been helping animals and their owners in York since 1864. The first "Home for Lost Dogs" opened on St George's Field in 1944. It had very few facilities and was replaced in 1956 by the building on Castle Mills Bridge where the boat office is today. It became the "Home for Stray and Unwanted Animals" when a cattery was added in 1957. Regular flooding and a lack of facilities and staff accommodation meant that it was necessary to fundraise for a new home, and our current premises opened in 1980.

The York Animal Home is licensed to look after 30 dogs, 24 cats and 10 rabbits, as well as many small furrries and birds. Our small wildlife unit houses hedgehogs and feral birds which are released back to the wild when they have been brought back to health. Maintenance of the 9 buildings, staffing costs, supporting our volunteers, veterinary bills and most importantly caring for, rehabilitating and rehoming our animals costs around £1,400 per day. Ensuring that we are efficient and use our hard-earned funds in the most effective way possible is the responsibility of the Board of Trustees and our management team.

There is always a waiting list of animals that have been abandoned or neglected waiting for a rescue place.

FOLLOW US



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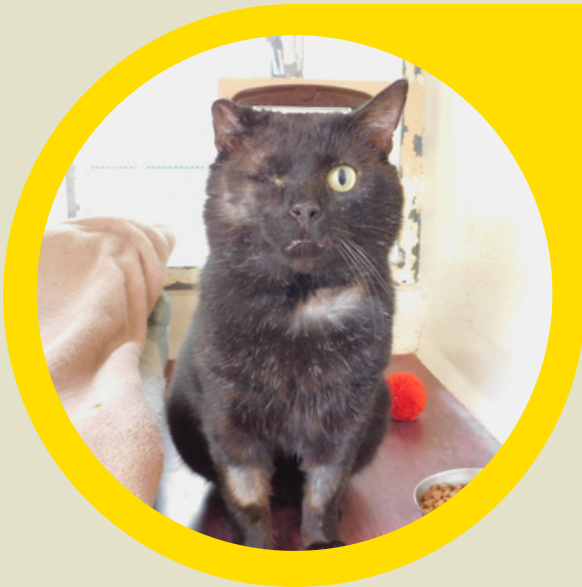
Chase



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HOW DO YOUR DONATIONS HELP?

Heath



Heath came to the centre as a stray with a horrific eye injury, after being found collapsed on a grass verge by a member of the public.

After seeing the vet, it was determined that unfortunately his eye could not be saved due to the severity of the injury. Poor Heath was in a lot of pain and it was clear he had been suffering for a while, as the wound was not a fresh one. He immediately underwent emergency surgery to remove the eye.

Heath recovered extremely well from his surgery and soon became the sweetest cat we could wish for. However, vet bills for his treatment and impending dental costs were stacking up, so we decided to run a fundraising appeal to help cover these bills.

On Facebook and Instagram, we managed to raise a huge **£1,526.30!** It turned out that Heath had a number of cracked, broken and rotten teeth so this funding was essential.

We are pleased to report that Heath has now found his forever home. He is a real inspiration; despite all the neglect he has been through, he is still willing to forgive and trust people again. This is why we do what we do, and fundraising for the RSPCA York, Harrogate & District Branch will make sure animals like Heath stand the best possible chance of happiness.



Meet Marie



Marie started working at the York Animal Home in 1997, which is an incredible 24 years of rescuing, rehabilitating and rehoming animals.

“Over the years many things have changed, but the one thing that remains the same is my passion for rescue and animal welfare.

I can not even begin to imagine how many animals I have helped throughout my years. We have seen the very worst but also the very best in people. Times here can be truly harrowing but we face the cruelty and heartbreak head on, knowing the difference we make.

Here’s to many more years rescuing, rehabilitating and rehoming, I wouldn’t have it any other way.”

FUNDRAISING IDEAS - GET INSPIRED!

RUNNING CHALLENGES



- **10k In a Day** - Perfect for those who want to complete their run in one day. Just pick a day that works for you and run a 10k route in one go.
- **Mar-Woof-On** - Complete a full 26 mile marathon either in one go or across a 30 day period. It's up to you!
- **The Big Woof!** - Challenge yourself to walk or run 100 miles in 30 days.
- **The Full Yorkshire** - Can you complete a full circuit of Yorkshire in just 30 days. This 450 mile challenge is designed for those who are super active and one to give themselves a real challenge.



No matter what your hobbies are, there is always a way to work some fundraising in! One awesome fundraiser took part in a 24 hour stream event on Twitch, raising £350. Not bad for a day's work!

Two of our youngest fundraisers raised an amazing £1,580 by taking part in a lockdown sleepout in 2020! They slept in a tent in their garden for 50 consecutive nights, through rain, wind and sunshine.



One of our superstar volunteers discovered a way for our Branch to make money by selling aluminium drinks cans to a local scrap metal business! Volunteers have been raising hundreds of pounds every month and this is a fantastic example of a successful community fundraising initiative.



BAKE SALE



Who doesn't enjoy cake? Get together with a group of friends and organise a bake sale. Make sure everyone knows where and when the event is happening. Maybe you could partner up with a local church or community centre to host your event?

Don't forget to bake me some treats too!



Zena

BIG NIGHT IN



Host a party at your house and get friends to donate the cost of a night out. You could theme the evening as a movie night, cheese & wine night or a white party!

GIVE IT UP FOR ANIMALS!

Give up your favourite food or a bad habit for 30 days! See if your friends and family think you can do it by getting them to sponsor you. You could document your progress by creating a daily video or photo to entertain your sponsors.

WALKING CHALLENGES



- **Mar-WOOF-on** - If you enjoy a big long walk this one's for you. Grab your owner and head out for a 26 mile walk.
- **The K-9(ty Nine)** - Do you like bones? Then perhaps this is the challenge for you. Can you do 99Km in 30 days? perfect for the little dog about town.
- **Le Grande Walkies** - Designed for the dog who enjoys a big walk. Are you dog enough to walk 500 miles in 30 days?

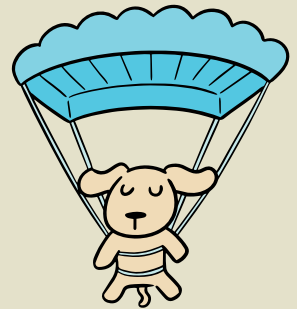


Sasha

Thank you for helping me and my friends find new homes!

ADRENALINE CHALLENGE

Take on an adrenaline activity! This could be an indoor skydive, abseiling, zorbing or anything else you can think of. Seek sponsorships from friends and family and think about vlogging your experience so we can see how you get on!



These are just some of the amazing ways that you can raise money for the RSPCA York, Harrogate & District Branch. You can also head over to our website for more ideas and ways that you can support the work we do, including how to help us on a monthly basis.

<https://www.rspca-yorkhome.org.uk/>



#CANCELOUTCRUELTY

Warning Some readers may find this page distressing

Animals are regularly brought to us via our RSPCA inspectors after being subject to terrible conditions and cruelty. Money raised by supporters like you can make all the difference to their recovery, often saving their lives.



Seven years ago, RSPCA inspectors seized 14 Irish setters from a breeder. These poor dogs were subjected to a life of misery;

forced to live in squalor whilst their owners lived comfortably and carefree. The setters were split between our York Animal Home and another RSPCA branch. As you can see from these photos, we were devastated by their condition and worked tirelessly to improve their health and mental wellbeing.

A year later, after months and months of adjourned court cases, the people who left these beautiful boys to live in horrendous conditions finally had their day in court. They were sentenced to 26 weeks in prison and a lifetime ban. This sentence was welcome but it will never make up for the trauma that these dogs experienced.



All cruelty cases are despicable but this was a particularly memorable one for our animal care staff. Thankfully, our Irish setters were all rehomed to wonderful new owners and are now out in the world living their best lives.

This is why we do what we do and what your support enables us to do. Please join us in our mission to **#CancelOutCruelty**.



CANCEL OUT ~~CRUELTY~~

COLLECTING DONATIONS & PAYING IN

So you've decided on your idea - the next step is to decide how you are going to collect your donations.

Digital fundraising is so simple. All you need to do is set up your fundraising page on JustGiving. Head to <https://www.justgiving.com/rspcayork> and click 'Fundraise for us'. This will take you through the process step by step and you can set a target for the amount you would like to raise. Remember to direct all donors and sponsors to your page.

Watch the donations creep up towards the target and celebrate every milestone! The money reaches us automatically so you won't need to do anything else.



If you are running something which will be cash based, please remember that you are a trustee of any funds raised and you are responsible for ensuring that all donations are paid to the RSPCA York, Harrogate & District Branch.

Donations can be paid via the 'donate' section of our website - <https://www.rspca-yorkhome.org.uk/donate/>



IMPORTANT INFO:

Please make all cheques payable to 'RSPCA York and District Branch'.

If you would prefer to pass on your donations via bank transfer, please contact us to get the relevant details - fundraising@rspca-yorkhome.org.uk



Nancy

Please post cheques to:
RSPCA York Animal Home
Landing Lane
York
YO26 4RH

If you are unsure of the best way to pay in your donations, feel free to contact us first for advice - fundraising@rspca-yorkhome.org.uk



KEEPING SAFE & LEGAL INFORMATION

When fundraising for the RSPCA York, Harrogate & District Branch, it is important that all participants are safe and money is handled carefully. Please take some time to read through the below information and apply relevant guidance to your fundraising activity or event.

1. Please display our registered charity number when executing your fundraising activity: 232222
2. As an independent supporter (as opposed to an employee or paid fundraiser for the RSPCA York, Harrogate & District Branch), please note that you should refer to your fundraising as being 'in aid of' (and not 'on behalf of') the RSPCA York, Harrogate & District Branch. This means you do not represent the charity.
3. In law, you will be a trustee of any funds raised and must ensure that all donations and sponsorship money from your event is paid to the RSPCA York, Harrogate & District Branch. You must inform potential donors if any amount or percentage of the funds you raise will not be paid to the charity.
4. You may need to carry out a health & safety risk assessment for your event and to ensure that all participants are fully briefed and adequately supervised. Depending on the nature of your event, you may need insurance to cover your liabilities.
5. You understand that if you do something that threatens or damages the name or reputation of the RSPCA York, Harrogate & District Branch, we will ask you to stop fundraising immediately.
6. You may need a licence for your activity or event e.g. a licence from the local authority to collect funds on the street, in a public place or by going from house to house; a licence under the Gambling Act for a raffle or lottery; or a licence for the sale of alcohol / entertainment.
7. Depending on the nature of the activities at your event, you may need to account to HMRC in respect of VAT or income tax.
8. If you are collecting personal information from donors, remember that there are requirements under the Data Protection Act 1998 relating to how you deal with that information.
9. Please encourage eligible donors/sponsors to make gift aid declarations. This will make the most of your fundraising efforts by enabling us to recover basic rate tax on their donations.
10. You may only use fundraising materials that you have a right to copy and use.
11. We would love to see photos from your fundraising activities so that we can share them and inspire others. Please email fundraising@rspca-yorkhome.org.uk, message us on social media or share a post in our 'Friends of RSPCA York Animals Home' Facebook group.
12. If you are under 18, your parent/guardian takes responsibility for you under these T&C (which you have shown them), please also ensure they are happy about what you've chosen to do.

If you are unsure about any aspect of your fundraising idea and you would like to talk things through with us, please do not hesitate to get in touch. Most importantly, have fun and feel amazing about what you are doing to help so many animals in need. Thank you!

THANK YOU!

Once again, a huge thank you from all of the staff and animals here at the York Animal Home. We wish you the best of luck with your fundraising!



Bo

Thanks furry much!



Tommy

You're paw-some!



Scruff

Think paw-sitive!



Willow

Thank you!



Kizzy

Good luck!

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT LIZZIE, OUR BRANCH FUNDRAISER

fundraising@rspca-yorkhome.org.uk



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