

RVC

**Animal
Care Trust**

Royal Veterinary College

...because
animals
matter

Fundraising Pack



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www.rvc.ac.uk/act



rvact



@AnimalCareTrust

Registered charity no: 281571

Welcome to the Animal Care Trust's fundraising pack! Thank you so much for your interest in raising funds for us. The Animal Care Trust supports the Royal Veterinary College's hospitals who see over 20,000 animals a year. We provide them with funds for new equipment and facilities which allow them to continue their world class standard of care. It is only with support from people like you that we can continue our important work.

This pack is broken down into several sections covering the following:

- 🐾 About us
- 🐾 Current projects
- 🐾 Raising money
- 🐾 Organising an event
- 🐾 A-Z of fundraising ideas
- 🐾 FAQs
- 🐾 Once the event is over
- 🐾 Useful documents



If you have any questions that aren't answered in this pack please do contact us by phone or email. Alternatively there is lots of useful information on our website - www.rvc.ac.uk/act

Thank you again for your generous support!

THE ACT TEAM

Animal Care Trust

Royal Veterinary College, Hawkshead Lane,
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Phone: 01707 666237

Email: act@rvc.ac.uk

Website : www.rvc.ac.uk/act

Registered charity no: 281571

ABOUT US...

The Animal Care Trust (ACT) is the Royal Veterinary College's (RVC) registered charity and raises funds to support the College's wide range of activities aimed at improving animal health and care.

The ACT was founded in 1982 when senior staff at the Royal Veterinary College realised that the way in which care for small animals was delivered in the UK had to change. It was recognized that whilst in human medicine complex cases were handled in referral hospitals, no similar structure existed for veterinary care. Moreover the pace at which specialist veterinary clinical skills were being developed meant that there was an opportunity to bring together a range of disciplines so that more complex cases could benefit from the cross-disciplinary expertise that could be brought together in hospital surroundings.

The ACT's first task was to raise the funds needed to build the Queen Mother Hospital for Animals which was opened by Her Majesty the Queen Mother in 1986. In doing so the Trust helped revolutionise the care of animals with the most problematic health issues. It meant that graduating students and vets undertaking residencies as a part of their professional development, understood how to work in hospitals. In turn they went out and staffed the newly emerging referral veterinary hospital sector. We changed the way veterinary care was provided across the country. Today the QMHA remains the country's most important referral hospital.



ABOUT US...

The ACT has gone on to fund two extensions to the QMHA, to build a large animal clinical centre, to refurbish the Beaumont Sainsbury Animal Hospital in Camden and to purchase essential equipment for its clinical services and research so that the college could develop new approaches to diagnosis and treatment. Many thousands of animals have benefitted from the College's work, funded by the ACT and the ACT only achieved this with the committed and generous support of its many donors.

The ACT has three main aims:

- 🐾 Purchase vital, up-to-date equipment for the College's hospitals, fund the building of new hospitals and the enhancement of existing ones.
- 🐾 Provide assistance to the College's research teams in their endeavours to pioneer new treatments and cures for the diseases that cause your pets such suffering.
- 🐾 Support the College's commitment to excellence in veterinary education, to ensure we have the best veterinary professionals and scientists of the future.

We know that if you are an animal lover, or have had a much loved pet treated at one the RVC's hospitals, you will appreciate the fundraising undertaken by the Animal Care Trust. We ensure that the College's hospitals can remain at the forefront of international veterinary medicine and continue to offer the specialist, world-class care that they provide to the thousands of sick and injured animals that visit each year.

It is thanks to the overwhelming loyalty and generosity of our supporters that we can raise these funds and support the College in these ways.



CURRENT PROJECTS

Here are just some of the projects we are currently raising funds for.....

Farm Outreach Project – Schools

The RVC is passionate about promoting the importance of farming and also ensuring our courses and higher education in general are accessible to young people of all backgrounds. With this in mind our RVC Access Team is developing a Farm Outreach Project which will facilitate safe and supervised access to the RVC farm to benefit a wide range of people from the local community and all over the UK.

To kick-start this project we are running a Farm Outreach Pilot Project focusing entirely on primary and secondary school students accessing the RVC farm. This project will provide farm-based learning opportunities for primary and secondary school students and will fit with the national curriculum by helping young people engage with farming and the countryside through school visits to the RVC farm. This will be achieved through specially designed activities to improve student knowledge of food production, nature and nutrition. Our pilot project will be available to primary and secondary schools in Hertfordshire and to run the project, we will recruit a freelance educator with specialist expertise in outdoor teaching.



Food production and animals feature throughout the national curriculum and our programme of farm-based activities will compliment this. This will provide teachers with a practical way to motivate students to take an interest in this topic. As our pilot project will focus on schools in areas of deprivation, visiting the RVC may be the first opportunity for many secondary school students to learn about the higher education opportunities that are available to them.

CURRENT PROJECTS

QMHA Trauma centre

The QMHA treats around 14,000 patients from all over the UK each year and more than 5,000 of our patients come to us because they are critically ill and their local vet does not have the necessary specialist facilities. The QMHA has one of the most advanced Emergency and Critical Care units in the world and in order to develop it further we are working with the American College of Veterinary Emergency and Critical Care (ACVECC) to establish a veterinary Trauma Centre at the QMHA. Our Trauma Centre will bring together the different teams within the hospital to provide the best possible emergency care to the most severely sick and injured patients we see. Currently there are only 9 Trauma Centres in the world and all of these are based in America, so our Trauma Centre will be the first in Europe. As the Trauma Centre becomes more established, we will see an increase in patients being referred for emergency care which means we will need some additional equipment to deal with the increase in patient numbers.

QMHA Blood Transfusion Service

Our pioneering blood donor programme helps keep thousands of critically ill animals alive every year. With more than 450 blood transfusions carried out in our hospitals each year, more than any other animal hospital in Europe, there is a high demand for blood products within our clinical teams. We have to source our own blood as the only commercial supplier in the UK is unable to meet our high demand. We are able to do this thanks to the generosity of dog and cat owners whose animals donate blood on a voluntary basis.

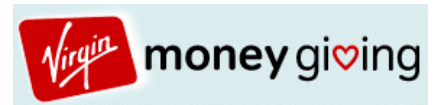
Due to ethical considerations our blood products are priced only to cover the immediate costs of blood collection and processing which means we cannot build the resources to invest in upgrading our equipment. We have reached a critical point where we need to increase our capacity, invest in new equipment and ensure our priceless donors continue to be well looked after. Over £50,000 has been donated so far.



RAISING MONEY

Sponsorship websites

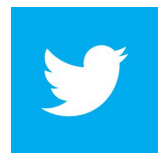
Setting up a page on a fundraising website is an easy and efficient way of collecting money and letting people know about your fundraising target.



We recommend Virgin Money Giving as we receive more of the money.

Social media – Facebook and Twitter

It's a really quick and easy way to let everyone know what you are doing, especially if you can link it to your online sponsorship page. You can always post to the ACT Facebook page as well as your own and spread the word that way, or set up your own Twitter feed to make sure everyone is up to date on your progress.



Sponsorship and donation forms

A sponsorship form and a donation form are provided at the end of this pack which you can use to collect sponsors and donations wherever you go. If you require an electronic copy of the donation form so you can print more copies please let us know.

Gift Aid

Anyone who makes a donation to you who is a UK taxpayer can Gift Aid their donation. This means we can claim a further 25% of their donation from the Inland Revenue and it doesn't cost them a penny more! To claim Gift Aid we need the donor's full name and home address including postcode so please check you have this when collecting sponsors on your sponsor form.

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Employer matched funding

Many employers now have a matched funding scheme where they will offer to match any fundraising carried out by their employees. Your HR department should be able to point you in the direction of who to speak to about this.

RAISING MONEY

Planning your fundraising event or activity

Understandably a fundraising event can require quite a lot of planning. This might feel a bit daunting at first but don't worry, help is at hand! Here's a few pointers to help you plan your fundraising, please feel free to contact us for further assistance and advice.

Decide what you want to do and let us know

There are lots of fundraising ideas in our fundraising A-Z, or come up with your own idea, then let us know what you intend to do so that we can offer help and advice.

Choose a date and time

Ensure that this doesn't clash with any other event locally such as town carnivals and also that you have allowed yourself enough time to organise and publicise your event.

Find a suitable venue

Find a venue suitable for your event and try and secure it free of charge or at a discounted price. If you choose an outdoor venue, make sure you have an alternative plan in case it rains! Other things to consider include parking, lighting, toilet facilities, minimum and maximum numbers and disabled access.

Enlist some help

Once you know what needs to be done, delegate some tasks to willing family and friends - many hands make light work!



RAISING MONEY



Put together a event plan

Work out what your costs will be (if any) and think about ways you could cover these costs (for example through sponsorship by a business) or get items donated to you. Also work out a plan of action with deadlines so that you stay on track and ensure everything is in place in time.



Equipment

Think about any equipment you might need and where you can source this equipment from.



Advertise everywhere you can

Display posters and flyers everywhere you can think of - shops, libraries, schools, workplaces and leisure centres (make sure you get permission first!) Email your friends and work colleagues and set up a Facebook event page so you can spread the word through your Facebook friends. Promotional materials must include our registered charity number (281571).



Keep it legal

Please make sure everything you do is within the law and if you aren't sure, ask us!



Have fun and make it safe

The key to having a successful fundraising event is to make sure you have fun, the more fun you have the more likely your guests are to give!



FUNDRAISING IDEAS A-Z

Here is a list of great fundraising ideas to get you started, please let us know of any other ideas you might have, we'd love to hear about them!

A *is for auction*

Ask people to donate a promise of their time, use of their belongings, or donate a gift.



B *is for baking*

Rope in your friends to help you bake lots of yummy cakes and sell them at your school, college, workplace, sports club etc.

C *is for chubby bunnies*

Organise a "chubby bunny challenge" competition – get some senior people in the office to see who can fit the most marshmallows in their mouths at once whilst still being able to say "chubby bunnies". Charge the rest of the office to watch the hilarity!



D *is for dog walk*

Organise a dog walk where people pay a fee to enter. A fun way to meet up with friends and keep fit.

E *is for Ebay*

Collect unwanted items and sell them on Ebay.





F is for ***fashion show***

Ask a local store to put on a show and charge admission

G is for ***guessability.com***

If you're taking part in a sporting event, set up a sweepstake on this website so your friends can guess your finishing time, place etc.



H is for ***hoe down***

Find a band and sell tickets to a hoe down. Why not organise a raffle and/or an auction at the event too?

I is for ***individual gifts***

Gift a day, pledges, an hour's pay, donations, membership, payroll giving. Good for the office.



J is for ***jewellery***

Collect old jewellery from family and friends and trade it in for cash!

K is for ***karaoke***

Ask a local pub to host a karaoke night for you and charge people to get in or take part.





L is for *lottery*

This could work particularly well in large offices. Make it a monthly event, maybe every pay day. It's important that you adhere to the government's regulations so please read more about these at www.gamblingcommission.gov.uk and ensure you stick to the guidelines (please ask if unsure).

M is for *morning coffee*

Hold a coffee morning at home, at work, at school – anywhere! All you need to do is make cups of coffee and then invite lots of friends, family, colleagues and neighbours to join you and make a donation for the coffee they drink. You could also arrange to take orders for ACT merchandise, please contact us for more information.



N is for *neighbours*

Offer your car washing and gardening skills to your neighbours and ask for a donation in return.

O is for *Olympics*

Ask your local sports centre to donate their sports facilities for an evening and organise a mini Olympics. Charge people an entry fee.



P is for *pool competition*

Ask your local pub to help you set up a pool competition for the regulars.

Q *is for quiz night*

Charge an entry fee and have prizes for the best team, most inventive answer, wooden spoon etc.



R *is for raffle*

Get some local businesses to donate some prizes and sell as many raffle tickets as you can!

S *is for swear box*

Put a swear box in your house or office and charge every time an expletive escapes someone's lips!



T *is for treasure hunt*

Hold a treasure hunt - a challenging and fun way to raise money.

U *is for unwanted gifts*

Gather unwanted gifts (works especially well in January!) and set up a stall to sell them



V *is for variety show*

Get your friends and family together and put on a variety show!

W *is for wine & cheese*

Spend an evening tasting fine wines. Ask attendees to pay an entry fee, provide wine, cheese and French bread free of charge. Try and get the wine donated by a generous local business!



X *is for X Factor*

Has someone you know got the X factor? This is a great way to find out and raise money at the same time!

Y *is for yoga class*

Find a yoga teacher willing to donate an hour, organise a yoga class and charge people entry.



Z *is for zany events*

Eat jelly with chopsticks, throw custard pies at your manager, bad tie day.....anything where you can ask for a donation!

JUST A FEW IDEAS OF HOW YOU COULD RAISE MONEY FOR US - THE LIST IS ENDLESS!

Do let us know of any other ideas you have that prove to be particularly effective when it comes to fundraising



FAQs

I would like to donate money to a specific project. Is that possible?

Unrestricted funds are so beneficial to the ACT as it allows us to be flexible and allocate money to where the need is greatest at the time. However if you do have a specific area in mind that you would like to donate to, please call us on 01707 666237 to discuss.

Will I receive acknowledgement of my donation?

We will send you a thank you letter to acknowledge your donation (unless you tell us otherwise) within a week of receiving your final donation. We may wish to feature your activities in our publications and on our website. Please let us know if you would prefer us not to.

How do I prove to others that I am fundraising for the ACT?

We can send you a letter of authorisation on headed paper to prove that we know about your fundraising. Alternatively if potential donors need further evidence they can call us during office hours on 01707 666237 and we will confirm your fundraising activity. **Please include our registered charity number 281571 on all promotional materials.**

Can the ACT help me promote my event?

We will do as much as we can to help make your event a success. We are happy to put details of your event on our website events page and will help as much as we can with PR and marketing literature. Just give us a call and we can discuss this further.

Who do I make cheques payable to?

Please make cheques payable to RVC ACT.

ONCE YOUR EVENT IS OVER...

First of all, give yourself a huge pat on the back! We and the thousands of animals we treat every year are so grateful for your efforts.

Make sure you thank everyone involved in raising the money

Make sure you include everyone who has supported you including all your helpers and sponsors as well as those who attended or donated.

Send the story to the local media and the ACT

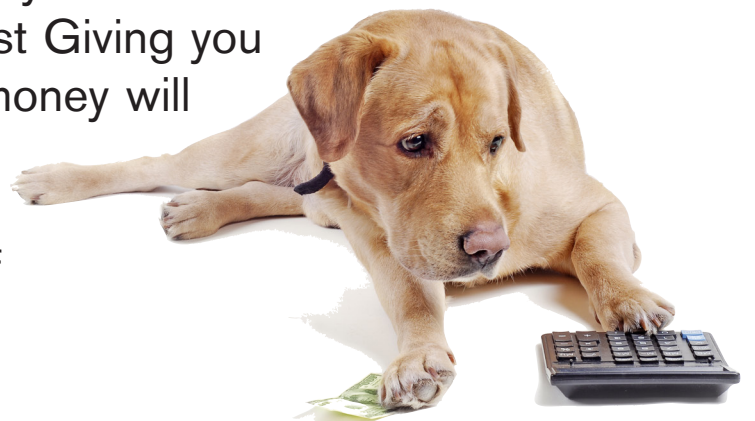
Contact local newspapers and radio stations about your event and see if they will feature it. This is great publicity for the charity and may help bring in further donations. We can provide a simple press release template for you if you need it. Send us a summary and pictures, we've love to hear about how the event went and show others what they can do!

Encourage others to do the same

If you've enjoyed your fundraising event, let others know about it and you might inspire someone else to fundraise for us!

Send in the money

You can drop off the money in person at our office on our Hawkshead campus or send us a cheque. If you have been fundraising using a site such as Just Giving you don't need to do anything as the money will come to us directly. Finally we can take a BACS transfer, please contact us for our account details if you wish to do this.



Sponsorship form

The Animal Care Trust supports the Royal Veterinary College's hospitals who see over 20,000 animals a year. We provide them with funds for new equipment and facilities which allow them to continue their world class standard of care.

Help us to help them.



Name.....

Address.....

.....Postcode.....

Telephone number.....

Email address.....

Gift Aid Declaration

giftaid it

I would like The Royal Veterinary College Animal Care Trust to treat this, all donations I have made for the last four years and all donations I make from the date of this notification until I notify you otherwise, as Gift Aid donations. ☐ (Please tick if applicable) Date -

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 28p of tax on every £1 that I gave up to 5 April 2008 and will reclaim 25p of tax on every £1 that I give on or after 6 April 2008.

Full name	Full postal address inc. postcode (we need this to claim Gift Aid)	Donation	Date	Gift Aid it (tick if yes)

[illegible]

Donation form

The Animal Care Trust supports the Royal Veterinary College's hospitals who see over 20,000 animals a year. We provide them with funds for new equipment and facilities which allow them to continue their world class standard of care.

Help us to help them.



Name.....

Address.....

.....Postcode.....

Telephone number.....

Email address.....

My pet's namehe/she is a

I enclose my donation of £..... (cheques should be made payable to RVC ACT)

I would like to pay by credit/debit card - Visa ☐ Maestro ☐ Mastercard ☐

Card number..... Valid from date.....Expiry date.....

Security code (last 3 digits)..... Signature.....

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The Animal Care Trust (ACT) and our subsidiaries will use the information you provide for administrative and fundraising purposes and to keep you informed about our work. We exchange information with the Royal Veterinary College (RVC), which is separately registered under the Data Protection Act 1998, on condition that the data is only used for the same purposes that the ACT uses the data. We may contact you by post, fax, telephone or email. If you do not wish to receive such information from the ACT or RVC please contact us by email at act@rvc.ac.uk, by phone on 01707 666237 or by writing to us. Neither the ACT nor the RVC will pass on your data for use by third parties, other than to help them provide professional services to us.

Registered charity number 281571