

**RVC**

**Animal  
Care Trust**

Royal Veterinary College



## **FUNDRAISING PACK**

**Help us raise funds for our hospitals,  
clinicians and scientists of the future,  
and pioneering research aimed at  
improving animal health and care.**

# HOW YOU CAN FUNDRAISE



*giftaid it*

## SPONSORSHIP WEBSITES

Setting up a page on a fundraising website is quick and easy.

You can set a target, update your progress, and share your page with your friends, family and colleagues. Plus, the money you raise comes to us automatically, so you don't have to worry.

Virgin Money Giving, Just Giving and GoFundMe are popular websites, although we recommend Virgin Money Giving as we receive slightly more of the money raised.

## GIFT AID

Everyone who makes a donation or sponsors you, who is also a UK taxpayer, can add Gift Aid to add an extra 25%! Gift Aid does not cost you anything, it just helps us raise more money for animal care.

To claim Gift Aid, we need the donor's full name and home address and postcode. This is used to determine how income tax is being spent and if each donor is eligible, so please check you have this when collecting sponsors on your sponsor form.

A screenshot of a sponsorship form for the Animal Care Trust. The form is titled "Sponsorship form" and includes fields for "Event" and "Target £". It also has a section for donor details: "First name", "Surname", "Address", "Post code", "Date of event", and "Telephone". There is a "giftaid it" logo and a disclaimer: "I confirm that if I have ticked the column headed 'Gift Aid', that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the Animal Care Trust to reclaim tax on the donations stated on this form given on the date provided. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the Animal Care Trust will reclaim 25% of tax on every £1 that I have given." There are also fields for "Office use only" with "Total donation:" and "Total Gift Aid:".

## SPONSORSHIP AND DONATION FORMS

You can find sponsorship and donation forms at the end of this fundraising pack, and you can also download them on our website.

Make sure you fill in all of your details and the money being raised or donated.

## MATCHED FUNDING

Did you know that some employers have set up a scheme where they will match the funds you raise?

This means you can raise up to twice the amount, and help even more animals in our care.

Get in touch with your HR department to find out if they can help you fundraise.

## DATA PROTECTION

The law is quite strict on holding other people's information. If you record anyone's information during fundraising, make sure that you destroy any copies and do not keep any personal information after you have finished your fundraising.

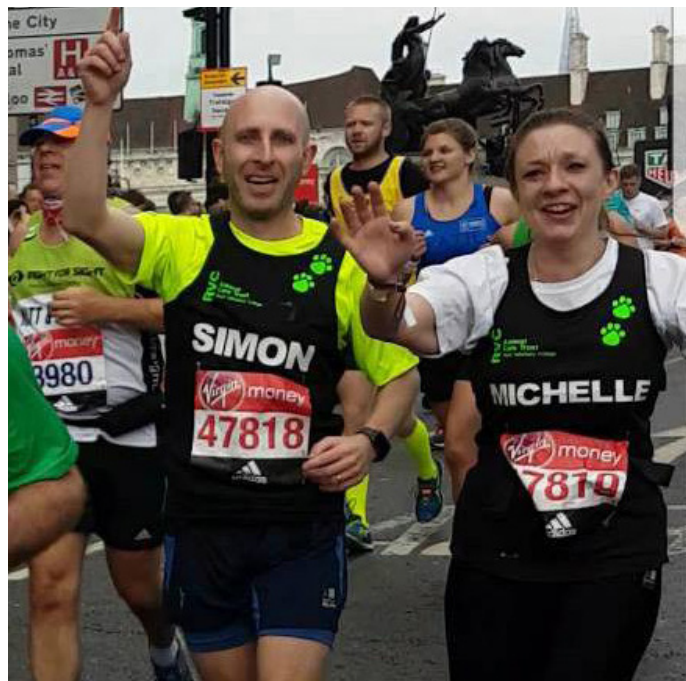
# TEAM ACT!

Each year, we bring together some amazing fundraisers to complete in some truly testing events. Have you got what it takes?

## TOUGH MUDDER



## LONDON MARATHON



## ROYAL PARKS HALF MARATHON



## PARACHUTE FOR PETS



## UP FOR THE CHALLENGE?

If you want to join us at any of these events, or would like to find out what other team events we have planned, email [act@rvc.ac.uk](mailto:act@rvc.ac.uk). We can't wait to welcome you into Team ACT!

**Raise funds for our veterinary hospitals so that they can continue to offer world-class care to thousands of sick and injured animals.**



# BE A SUPERHERO FOR PETS LIKE LEO

Leo came to the Royal Veterinary College with symptoms of vomiting, diarrhoea, lethargy and anorexia, and ended up staying in the Internal Medicine ward for 24 days.

It became clear that nutritional management would play a vital role in Leo's recovery. Leo had a feeding tube surgically placed through the side of his neck into his oesophagus so veterinary nurses could feed and medicate him through the tube directly into his stomach when he did not want to eat. Leo also had a catheter placed in his jugular vein to allow fluids to be administered and blood samples to be taken.

Due to his stomach upset Leo required extra walks each day, followed by a warm bath and the application of barrier creams to help protect the sensitive skin that was hurting him from his persistent intestinal disease.

**“The nurses fell in love with Leo. You could always find a member of the team sat in his kennel just chatting to him!”**

Leo maintained his loving nature throughout his stay, but as his condition was long term, he sometimes became sad. When the nursing team suspected he might have become depressed, they perked him up with grooming sessions, by moving him to a larger kennel and giving him extra toys to play with.

After further investigations, Leo was treated for Inflammatory Bowel Disease (IBD) and the Internal Medicine nurses spent all day and night with him to provide intensive care, which helped him on his road to recovery. We are very happy that he eventually got to go home with a waggy tail!



**With your help, we can continue to support our hospitals and provide the world-class care pets like Leo need.**

# HOW CAN THE MONEY YOU RAISE HELP?

We support the Royal Veterinary College's hospitals that see over 25,000 animals a year, by providing them with funds for new equipment and enhanced facilities that enable them to continue their world-class care. We also support clinicians and scientists of the future, as well as the development and application of scientific research.

**£50**  
could buy:

## **NEW VET BEDS AND MATTRESSES...**

for ongoing care of our dog and cat blood donors who help keep thousands of critically-ill animals alive every year.

**£200**  
could buy:

## **PRIVACY SCREENS ON OUR WARDS...**

to reduce stress and startling when undergoing procedures such as blood taking, intravenous catheter placement and checking dressings. If cats become startled during these procedures it can be very stressful for them and the staff performing the procedures, so this private examination space is vital.

**£1,000**  
could buy:

## **RIB RETRACTORS...**

to assist our world-leading cardiac team when performing heart surgery. The team have seen an increase in demand for heart surgery on smaller dogs, like Chihuahuas, and the smaller size rib retractors are extremely beneficial to those procedures.

**£2,500**  
could buy:

## **EQUINE ELECTROCARDIOGRAM (ECG)...**

to improve assessment of horses, matching heart rate to speed and workload. New ECG equipment allows simultaneous recording of heart rate, rhythm, speed and ground inclination giving a much more realistic assessment of their performance than on a treadmill. This will also be used for student research projects including one with the Donkey Sanctuary where 24-hour ECGs in healthy donkeys will be recorded, establishing the number of premature beats expected in healthy animals.

*These examples are just an indication of how the money you raise can help. Unless we say otherwise, we do not raise money for specific items. All money raised will go into a central fund that is distributed according to what is needed most at any given time at the RVC.*

Whether you like to run, cycle, host an event, jump out of a plane or crawl through the mud, this fundraising pack should help you with ideas on how to get involved, and give you some tips on raising as much money as you can to support the RVC Animal Care Trust. If you need any help along the way, we are here to help.



[www.rvc.ac.uk/act](http://www.rvc.ac.uk/act)



[act@rvc.ac.uk](mailto:act@rvc.ac.uk)



01707 666237

# LET'S GET STARTED

Your pathway to becoming a fundraising superhero!

## Challenge yourself

Run a marathon, jump out of a plane, climb a mountain or crawl through the mud.

or

## Host an event...

such as a community dog walk or a quiz night.

## Set a target

A great way to stay motivated. Knowing that the money you raise will help care for so many animals will give you that extra little push, just when you need it!

## Tell the world what you're doing

Keeping your friends on social media and your online sponsorship page updated is a great way to get more supporters and sponsors.

## Time to train/organise

You've got everything ready, you've started to raise money, and now it is time to put your words into action.

## Stay safe and good luck!

Make sure that you are fit and healthy enough to take on physical challenges. Get permissions for any locations your event is at, and follow safety guidelines.

## Return the funds raised

We would not blame you for putting your feet up. But make sure to return your sponsorship forms and the money raised before giving yourself a big pat on the back.

## Encourage your friends

Don't stop telling people about your amazing fundraising. You never know, it might inspire someone else to be a superhero too!



# A-Z OF FUNDRAISING IDEAS

## A

### **AUCTION**

A great way to have a bit of a clear out, or even auction off your time. Start the bidding!

## B

### **BAKE**

Whether it is banana, banoffee, Battenberg or brownies, bring your cakes into the office. This works best on a Friday. Trust us.



## C

### **CYCLE**

Get your legs moving and power your way through a cycling challenge.

## D

### **DOG WALK**

Organise a dog walk where people pay a fee to enter. A fun way to meet up with friends and keep fit. Plus doggies like to make new friends too.



## E

### **ECO-CHALLENGE**

Help clear up parks and rivers for us and our animal friends, and get sponsored at the same time.

## F

### **FOREIGN CURRENCY**

If you came back from holiday with some leftover coins and notes, we can turn them into pounds for the ACT!



# G

## GARDEN PARTY

A healthy way to spend a day, if you get lucky with the weather. Make sure to invite your animal friends as well.

# H

## HIKE

Lace up your boots and climb to the top of some of the UK's amazing natural sites.

Feeling confident?  
Try the three peaks!



# I

## IN MEMORY

Our pets give us so much joy, and when they pass away it can be a difficult time. As a tribute, you can dedicate a leaf to them on our Memory Tree.\*



# J

## JEWELLERY

Rummage through old jewellery boxes and trade in anything unwanted for cash! We have partnered with *Stamps n All* to recycle jewellery for you.

# K

## KARAOKE

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

# L

## LOOSE CHANGE

Get yourself a piggy bank and watch how fast your coins stack up!



\*Find out more about our Memory Tree at [www.rvc.ac.uk/memorytree](http://www.rvc.ac.uk/memorytree)

# M

## MARATHON

26.2 miles is a long way, but you'll never forget running a marathon. If you need that extra bit of support, you can run for Team ACT in the London Marathon or the Royal Parks Half Marathon.

# N

## NEW YEAR'S EVE

End the year on a high with a New Year's Eve party. Charge your guests for tickets at the door and donate the fee.

# O

## ONLINE SHOPPING

We have partnered with Amazon Smile so when you shop with Amazon, part of your purchase is donated to the Animal Care Trust.\*

# P

## PHOTOGRAPHY

Who doesn't love portraits of their pets? Why not offer your services to friends and the local community in exchange for a donation.



# Q

## QUIZ NIGHT

There aren't many better ways of getting everyone in the office involved in fundraising. Charge an entry fee, with prizes for the winners and the best team name.

# R

## RAFFLE

Ask local business to donate some prizes and sell as many raffle tickets as you can.

# S

## STAMPS

We've partnered with *Stamps n All* so that you can send used stamps in exchange for a donation. We also accept postcards, locks, medals and keys.

# T

## TEAM ACT

Join Team ACT and take on a number of team challenge events throughout the year. From running and cycling to skydiving; get involved and push yourself to the limit!

\* We also have some other amazing online shopping partners – find out how else you can shop and donate at [www.rvc.ac.uk/act/how-you-can-help/fundraise/online](http://www.rvc.ac.uk/act/how-you-can-help/fundraise/online)

# U

## UNIFORM FREE DAY

Best used at school or in the office, and not in an animal hospital. You could go further and make it fancy dress to raise even more money.

# V

## VOLUNTEER

Give the ACT the gift of your time by helping us with organising events in your local area or by coming into our Hertfordshire office to support us with our administration and research.

# W

## WILL

You can leave a gift in your will for the Animal Care Trust. You can request a legacy pack by emailing [legacy@rvc.ac.uk](mailto:legacy@rvc.ac.uk).

# X

## XMAS CARDS

When the winter weather rules out your outdoor event or challenge, make your own Christmas cards and decorations and sell them at work or online.

# Y

## YOU ONLY LIVE ONCE

Do something out of the blue, like skydiving! We work with the *London Parachute School* to give our fundraisers the chance to 'parachute for pets'.

# Z

## ZZZ!

Stay up all night for a 24-hour challenge.

Need some more fundraising ideas, or have an idea of your own?

Get in touch and we can help.

✉ [act@rvc.ac.uk](mailto:act@rvc.ac.uk)

☎ 01707 666237



# GETTING THE MOST OUT OF YOUR FUNDRAISING

- **SPREAD THE WORD**

Tell your friends, family and colleagues what you are up to and why you are raising money for the Animal Care Trust. You can also put up posters in the office, and tell your local newspaper.

- **ASK FOR HELP**

We can help you with sponsorship and donation forms. We can also help you with posters, flyers and invitations for your event or challenge. If you ever get stuck, just let us know.

- **EVENT ESSENTIALS**

For some of our team events, we will give you a Team ACT bib or running vest to complete the event in. Email us at [act@rvc.ac.uk](mailto:act@rvc.ac.uk) to see what event essentials are available for your event.

- **KEEP US UPDATED**

Don't forget to let us know how you are getting on. And remember to send some pictures so that we can share your fundraising on social media and our website.

- **STAY SAFE**

Make sure that you and your guests are safe during your fundraising events. If you are taking on a physical challenge, please make sure you are capable of completing the challenge and that you do not take any unnecessary risks.

- **KEEP IT CLEAN**

We're not just talking about making sure your event is family friendly and within the law. Make sure you take some bags with you to clean up the mess after your community dog walk too!



# FUNDRAISING GUIDELINES

Fundraising is all about having fun and contributing to causes you believe in, but it's also subject to laws and legislation. Here is some basic, need-to-know information when fundraising:

## COLLECTIONS

Collections can be a fantastic way to raise money, but there are strict rules attached. Collections in a publicly owned place must be licensed by your Local Authority (Northern Ireland has slightly different regulations). Before you approach your Local Authority for a license, please advise us of your plans and await approval.

Licenses are not required on privately owned land – just ensure you have the permission of the owner or business. Once you have approval, you'll need to be careful how you approach the public on the day - you must not behave in a way that might cause upset to members of the public when collecting funds.

## RAFFLES AND LOTTERIES

Raffles, lotteries and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please contact our fundraising team. Also, be aware that lottery laws cover any events that are purely down to luck or chance, such as duck or balloon races.

## INSURANCE

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event.

## FOOD HYGIENE

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

## STORING DATA

Make sure any electronic or paper records you keep about people involved in a fundraising event are destroyed once your event is over. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.

**If you are unsure on the laws and legislation of your fundraising, please get in touch for advice.**

✉ [act@rvc.ac.uk](mailto:act@rvc.ac.uk)

☎ 01707 666237



# SUPPORT OUR PIONEERING RESEARCH AIMED AT IMPROVING ANIMAL HEALTH AND CARE

**Pet owners can now easily monitor and improve the lives of their pets suffering with diabetes or epilepsy thanks to new apps, funded by donations to the Animal Care Trust and developed by leading Royal Veterinary College veterinary specialists.**

The Pet Epilepsy Tracker and Pet Diabetes App allow owners to detail the important factors in the treatment and control of these conditions such as seizure activity for epilepsy or weight and thirst for diabetes. The apps also send helpful medication reminders to owners.

Pet owners can also participate in research that will revolutionise the understanding of these challenging conditions amongst veterinarians and researchers, as well as the way they are treated.

**“Thanks to the app I’ve learned how to identify the types of seizure Billy is having so I can more accurately communicate with his doctors.”**

Gentle giant Billy, a five-year-old Presa Canario from California, was rescued by his owner Amy at nine-months-old from an abusive breeder who had confined him to a whelping box for the first three months of his life. As a result, he was very shy and somewhat suspicious of other people, but also very sweet.

Billy had his first seizure aged two-and-a-half. Amy began posting about him on social media and connected with Dr. Rowena Packer from the RVC Canine Epilepsy Clinic. That’s where Amy learned about the app and she has been using it since then to help manage Billy’s condition with great success.

“I benefit from the pill reminder daily and use the seizure log and medicine log as well. These tools have helped enormously during emergency vet trips.

“Knowing that the RVC can download data from my app makes me feel like Billy’s disease might help improve protocols for others.

“I have shared the RVC’s app with friends and my local veterinary hospital because I think it’s a fantastic tool!”





First name	Surname	House name/number	Post code	Amount sponsored	Gift Aid	Date paid

We would like to keep in touch about the work of the Animal Care Trust, and share any upcoming events that we think you might be interested in. If you would like to hear from us, please let us know how we can contact you: Telephone  Post  Email

The Animal Care Trust values your support and respects your privacy. We will never disclose or share your information with anyone else for any purpose. We would like to stay in touch with you by telephone, post and/or email about our work improving animal health and care at the RVC's hospitals, as well as ACT events and fundraising opportunities. By ticking the above boxes, you are agreeing to being contacted this way. You can change your mind at any time if you contact us. For further information on how we protect your information, please read our full privacy policy at [www.rvc.ac.uk/act](http://www.rvc.ac.uk/act).





**Animal  
Care Trust**

Royal Veterinary College

# Donation form

The Animal Care Trust (ACT) supports the Royal Veterinary College's hospitals that see over 25,000 animals a year, by providing them with funds for new equipment and enhanced facilities that enable them to continue their world-class care. The ACT also supports vets, nurses and scientists of the future, as well as the development and application of scientific research.

Registered charity number 281571

Title	<input type="text"/>	First name	<input type="text"/>
Surname	<input type="text"/>		
Address	<input type="text"/>		
Post code	<input type="text"/>	Date	<input type="text"/>
Telephone	<input type="text"/>		
Email	<input type="text"/>		

**Pet's name**

**He/she is...**

## DONATION

I would like to donate:  £  Add Gift Aid? *(Please tick)*

### Cheque

Please enclose your cheque with this donation form. Cheques should be made payable to RVC ACT.

### Credit/debit card

Card number

Valid from  *if applicable* Expiry date  Security code

Signature



I confirm that if I have ticked 'Add Gift Aid?', I wish to Gift Aid this donation and any donations I make in the future or have made in the past four years to the Animal Care Trust (ACT). I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the ACT to reclaim tax on the donations stated on this form, given on the date provided. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the ACT will reclaim 25p of tax on every £1 that I have given. Please notify us if you wish to cancel this declaration, change your name/address, or no longer pay sufficient tax on your income/capital gains.

We would like to keep in touch about the work of the Animal Care Trust, and share any upcoming events that we think you might be interested in. If you would like to hear from us, please let us know how we can contact you.

Telephone  Post  Email

The Animal Care Trust values your support and respects your privacy. We will never disclose or share your information with anyone else for any purpose. We would like to stay in touch with you by telephone, post and/or email about our work improving animal health and care at the RVC's hospitals, as well as ACT events and fundraising opportunities. By ticking the above boxes, you are agreeing to being contacted this way. You can change your mind at any time if you contact us. For further information on how we protect your information, please read our full privacy policy at [www.rvc.ac.uk/act](http://www.rvc.ac.uk/act).