



Four-Legged
Orphan Sanctuary,
Fundraising Pack

**'Help us to prevent the
suffering and ill-treatment
of animals in Morocco'**

Thank you for deciding to fundraise for the four-legged orphan sanctuary. The funds that you raise are so valuable to the work that we do and we see this as an opportunity for you to make a great impact to the welfare of the animals we take on, so from them and us, we thank you.

Fundraising can be a lot of fun, from sporting events to cake sales and salsa nights to dress up days there is something for everyone and anyone to get involved. Whether you feel like challenging yourself to overcome a personal goal or simply want to connect with your community or workplace there are plenty of ideas of how to raise vital funds for FLOS's work.

This pack is put together with the aim to inspire and assist you with organising your fundraising events so that you can spend your time and efforts wisely. However this document is only a guideline and sometimes the best ideas come from your own creative imagination, experience or flashes of inspiration. Don't shy away from these ideas; they may give you more success than you initially imagined.

We are here to help any fundraising you may do, so if you need any advice or resources or simply would like to talk about your ideas then please don't hesitate to get in touch.

Good Luck!

Matthew Bridge, Charity Founding Member and Trustee

The Four Legged Orphan Sanctuary,
The Boathouse, Houghton Bridge, Amberley, Arundel, BN18 9LR
Email: flosanimals@gmail.com W: www.flosanimals.com



There are quite literally hundreds of ways to go about raising money! The key to effective fundraising is to start planning and preparing early, spread your efforts over as many areas as possible and leave no stone unturned.

Sponsored Events:

One of the best ways to raise money, whilst having fun and possibly achieving a lifetime ambition, is by doing a sponsored event, be it a marathon, half marathon, 10k run, bike ride, walk, climb, bungee jump or sky dive. Whatever event you choose, every penny you raise will support our work in Morocco.

Fundraising at work:

- **Organise a dress-down day:** ask your colleagues to donate £1 for wearing whatever they want to work for a day!
- **Cake sales:** bake some yummy cakes and sell them in your office.
- **Slave auction:** auction yourself off as a slave for the day to one of your colleagues.
- **Tea making services:** offer to make the tea for everyone in your workplace all day - but for a price!
- **Car washing and dog walking:** offer to take their dog for a walk, wash their car or offer up any other service for a small donation.
- **Sweepstake:** ask your colleagues to donate £1 and guess how long it will take you to run a marathon – the closest person wins a bottle of wine!

Organising a fundraising event:

Fundraising events can be a huge success. The key is to plan, advertise and keep costs down as much as possible; if you need to hire a venue, hunt out the places that will let you have it for free – letting them know that all proceeds will go to charity can be a great bargaining chip!

Some particularly successful fundraisers in the past have included:

Pub quizzes – head down your local with your mates and colleagues for a simple and fun way to raise money. Just ask each quizzer for a donation into the charity pot. Get creative with prizes and questions, as long as you let us know in advance we can help suggest websites to download quiz questions from.

PROS: Easy, cheap/free to host, good fun

CONS: You'll need to find a willing pub, and some enticing prizes.



Dinner & dance events – try out a salsa night if you are feeling adventurous, or maybe barn dance for the less so – good fun all round! It doesn't matter what your talents are, get creative and host a great event for you and your friends. Maybe a Yoga and Yoghurt party? Ballet and biscuits for beginners? Pilates and Pancakes! This could be a particularly good choice if you or any of your friends are members of clubs or societies who might be willing to donate their time for free.

PROS: Good fun, great for publicity, potential to raise a lot of money

CONS: A lot of organisation, potential to lose money if care isn't taken

Bake sales – on a smaller scale, these can be a great way to raise funds on a regular basis. This works great for group fundraising, as the baking can be rotated and as we all know cakes always go down well!

PROS: regular amounts of money being donated, little organisation needed

CONS: you must be very careful with hygiene and allergies if selling food to the public

Other ideas – get creative!

- **Car boot sales** – make a little money and have a good clear-out of all your clutter
- **Raffles** – often a good idea held at another event, but there are rules that apply.
- **Sponsored dog walk** – a great and easy way to get in contact with just the right audience for the work we do at FLOS, organise a route, date and time and advertise with local pet retail outlets or veterinary practices to maximise your impact.
- **Auctions**
 - Use **eBay** to your advantage!
 - **Chores auctions**: a great alternative to auctioning off items. This can take a lot of organisation: venue, crowd of eager bidders – make sure you have the time first!
 - **Unwanted present auction** – ask all the guests at a New Year's do to wrap up an unwanted present. One at a time, each guest has to 'sell' the item in an auction without giving away what it is. Guests bid on the item depending on how much they think its worth. You may end up paying £10 for shampoo or £1 for a bottle of vintage whisky!
- **Fairground games/pub games evening** – tin can alley, tombola, coconut skittles, guess the weight of the cake/variations on a theme.
- **Old-school sports day** – get some nostalgic silliness going with the old classics – sack race, egg-and-spoon race, wheelbarrow race, obstacle course, three-legged race, tug-of-war, welly throwing...



- **Scavenger hunt** – give people a list of bizarre items to collect in a day – pay to enter.
- **Jailbreak** - drop teams off in the middle of nowhere, without a map or means of transport – challenge them to get back to the start point!
- **Coppers collection** – put a tin out and ask for donations of unwanted 1p and 2p coins.
- **Coffee mornings, dinner parties or BBQs** – keep it simple, invite all your friends round and ask everyone for a donation.

How to make your event a success:

Tie your fundraiser into what's happening in the year....Carolling or hampers at Christmas, Burns Night Suppers, Pancake races, Easter egg hunts, Strawberries & Cream for Wimbledon...

Publicise your event, making the point that all the proceeds will go towards charity. A good idea for this if you are sending out invitations to people is to include a self-addressed envelope. This will give recipients less opportunity to ignore your invite. Twitter and Facebook are invaluable tools too! Please let us know if you would like resource materials for your event, leaflets, posters, business cards etc... alternatively have a look at the resources we've included at the end of this pack.

At the event itself, if you are feeling brave, maybe you could include a brief presentation about FLOS and your training efforts. Try and keep costs down as much as possible, for example many places may provide free venue hire for charity events – just ask them.

Remember: If you are organising an event that involves the public you must clear it with the relevant authorities. Health and safety issues must always be considered.

Fundraising advice and top tips

Knowledge:

Although this sounds obvious, you need to have a clear idea of what you are raising the money for. This might sound simplistic but it is important that you are not caught out when asking for donations from people. We will give you as much support and information as you need about FLOS and we also recommend that you take time to look over our website www.flosanimals.com to make yourself familiar with our work. The more passionate about it you are, the more knowledge you will soak up and thus the more impressive you will sound to outside sponsors.

Who or what to target?

Again, a key aspect of successful fundraising is to cover as many options as possible.



Below is a list of avenues you could try to raise the money, it is certainly not exhaustive but should send you in the right direction.

Companies:

Why not ask the company you work for to match your fundraising? This is known as “Matched Giving.” For every £1 you raise they will give you £1. Or if they are a small company why not ask them to donate £100 to your appeal. We can write press releases to send to the local press where we will of course mention their support. Perhaps they could also make a feature of what you are doing on the company website and social media.

The media:

The media can be a huge help to you. They are great allies to have to when spreading word of your fundraising to a diverse audience. Let them know what you are doing and why, and if you are organising an event, it is always a good idea to try and advertise it in local papers or on the local radio station. If you have already received some sponsorship, then you can even mention them in your article or on the radio. Not only does this hold advantages for the company – seen to be helping a good cause – but it also shows that you have already achieved some success through fundraising. This will convey your sincerity about fundraising and it is likely to encourage others in aiding you to reach your goal.

Family and friends:

You may find it embarrassing asking family and friends for money however, few would say no to sponsor you for a good cause, especially if you explain with them the effect their money could have and work which it will go towards.

It can also help to give people a case study of an animal that we have helped. This personal touch helps donors connect with the cause, giving them a concrete example of the work we do and how their donation can make a difference. If you would like to use an animal case study in your fundraising they can all be found on our website under the ‘Our Animals’ tab.

Remember family and friends are also often keen to help in other ways, such as printing or selling raffle tickets, or helping to organise events. They might also know companies or friends who might be able to help you in some way.

Finally...

Remember to thank everybody that has helped you. A good idea would be to send everybody who has helped an email after the event telling them how it went; it doesn’t take long and would be gratefully received! Also, if possible, make sure to take some photos of the event and send them to us! We love to see the great ideas our fundraisers come up with and by sharing this so that others can see will help inspire more people to do the same!



Resources:

Please find on the following pages copies of the print we use for our leaflets and business cards. It costs us a considerable amount to keep printing these from professional printing companies so we have provided these for you as a home resource should you wish to consider making your own.

Business card printouts:

Front side:



Reverse:



The Four Legged Orphan Sanctuary,
The Boathouse, Houghton Bridge, Amberley, Arundel, BN18 9LR
Email: flosanimals@gmail.com W: www.flosanimals.com





Leaflet printouts:

Front side

Who are we?
We are an animal sanctuary situated on the beautiful Atlantic coast of Morocco approximately 50km north from the nearest city of Essaouira. We take in all manner of four-legged creatures who have suffered first hand from neglect, cruelty and abandonment. Here at our sanctuary we have orphans of all shapes and sizes, everything from camels to cats.

What are our aims?
Our mission is to relieve and prevent the suffering and ill treatment of stray, abandoned and working animals in the Essaouira region of Morocco through the provision of shelter, care and access to medical treatment.

We additionally focus on the re-homing of healthy animals, both locally and to the UK, and promoting awareness and education in basic husbandry and welfare. This we do via a variety of public workshops as well as running volunteer programmes for UK Veterinary undergraduates, among others, to come and assist our work.

www.flosanimals.com

'Your donations make all the difference to our work.'

The Four Legged Orphan Sanctuary,
The Boathouse, Houghton Bridge, Amberley, Arundel, BN18 9LR
Email: flosanimals@gmail.com W: www.flosanimals.com





Reverse:

Case study, Meet Poppy



Like many of our four-legged companions here at the sanctuary Poppy simply appeared one day on our doorstep from out of the blue! She was clearly in a rough state for such a young pup and was very timid and nervous to begin with. Her skin was badly afflicted with parasitic mange and her general health was not good, she had also clearly been badly mal-nourished for some time.

However we are pleased to say after some treatments with our Vet and a lot of TLC here with us that her condition is much improving. She now eats well and her coat is slowly coming back. It has been a great pleasure to see her coming out of her shell and she is now a very happy dog and making good friends with our other dogs at the sanctuary.



How you can help:

We need great and wonderful people like you! There are lots of different ways, both large and small, that you can help us towards our goals. Be assured that whatever your contribution it will make a huge difference to us, and by us I of course mean our noble animal companions!

- Become a Friend of FLOS! (monthly contribution of £5) and receive the quarterly FLOS Flyer which includes seasonal special offers and discounts for you to come and visit us....
- Become a FLOS Forever Friend! By sponsoring an animal (£10 monthly donation) to make a personal investment towards an animal's future.....
- Make a one off donation via our webpage.....
- Become a FLOS fundraiser! Download a fundraising pack from our webpage and get creative with your ideas!
- Buy a much needed item from our wish list, see webpage.

Contact Us! We'd love to hear from you!



- Four-Legged Orphan Sanctuary



- flosanimals@gmail.com

www.flosanimals.com

The Four Legged Orphan Sanctuary,
The Boathouse, Houghton Bridge, Amberley, Arundel, BN18 9LR
Email: flosanimals@gmail.com W: www.flosanimals.com

