

All forms and this pack are available to download at www.worldhorsewelfare.org/fundraise

Let us inspire you to fundraise



WorldHorseWelfare

HAVE FUN AND HELP US SAVE HORSES LIKE HUCKLEBERRY...

Abandoned on a rubbish tip, Huckleberry was the first horse to be rescued under the Control of Horses Act. Huckleberry is a confident and cheeky boy who is now a famous face, having appeared on BBC's Countryfile along with his friend Dash. Huckleberry is now at full strength and health and is enjoying life with Dash and their new family.



Above: Huckleberry as we found him.
Right: Huckleberry now.

www.worldhorsewelfare.org

Call our fundraising team on 01953 497210

GREAT IDEAS

Fundraising is fun! There are hundreds of ways to raise funds for horses from holding a collection tin to organising a hugely successful event.



Whether you already have fundraising experience or are just a beginner, we are here to inspire you and support you with advice and fundraising materials.



Could you organise a **SUMMER BALL** or **HOST A MORNING FEED**? Or maybe a **FASHION SHOW** or **WINE TASTING** event? **ART** or **PHOTOGRAPHIC EXHIBITIONS** are popular events capturing a wide audience.



Fancy a challenge?

We hold annual overseas Challenge Rides, as well as pleasure rides near to our centres in the UK. Come along and join us for the trip of a lifetime!

We can also help you organise your own pleasure ride.

For more information call Fran on

01953 497210 or visit our website for a brochure and registration form.



MORE IDEAS

If you are new to fundraising there are many smaller events which are very easy to organise.

You could **BAKE AND SELL CAKES** at work or sell your **UNWANTED ITEMS ON EBAY** or at a **CAR BOOT SALE**. Try growing **PLANTS OR VEGETABLES** to sell outside your house, or sell your **HORSE'S MANURE** at the field gate. Hold a **COFFEE MORNING** for your friends and family or ask for **DONATIONS IN LIEU OF BIRTHDAY PRESENTS OR WEDDING GIFTS**.



RUN FOR US!

Join us for the British London 10K Run in July, the beautiful Royal Parks Foundation Half Marathon in October or, if you're feeling really brave, how about the Virgin Money London Marathon in April?

For more information call Fran on 01953 497210 or visit our website for a brochure and registration form.

Celebrate and Donate

Weddings, Anniversaries, Birthdays... Whatever your special occasion, use it to help us improve the lives of horses in the UK and around the world.

By making a minimum donation of **£2 per guest** we can supply you with pin badges and 'Thank you' cards.

You can also create an online fundraising page (see page 9) for your friends to donate instead of giving presents.

Visit our website to find out more or call **01953 497210**.





SCHOOLS AND YOUNG GROUPS

Fundraising is not just for grown-ups! Younger supporters can also join in and support their favourite charity.



Groups are a great way to get together and raise money.



Speak to your teacher, club leader

or riding instructor and ask

them to help – how about a

sponsored silence in school

one afternoon, or a clear round

jumping competition at your local riding school?



Just see page 6 to get started.



Also take a look at www.worldhorsewelfare.org/Young-Supporters for fun competitions and games.

HOW TO BEGIN



Read through this fundraising pack! You will be surprised how enjoyable and rewarding fundraising can be.

Now decide upon your event – hopefully our “Ideas pages” will have given you inspiration!

Then complete and return your Event Registration Form – make sure you leave enough time for us to send your promotional items!

USEFUL INFO

Keep the cost of your event to a minimum – that way you will be helping more horses and ponies!



Approach companies for help – ask for raffle prizes and offer them publicity at the event in return.

Keep safe and legal – there are a wide range of rules and regulations which apply to events and activities that involve the public or fundraising from the public. You are responsible for ensuring that any event you organise complies with the law.

If you need public liability insurance for your event it can be obtained from any insurer – World Horse Welfare cannot provide this. Always insist at riding events that riders have their own 3rd party liability insurance.





TELL EVERYONE

Request our promotional posters to advertise your event – or ask us to send you our logo to create your own poster!

Contact your local press and radio stations for free advertising. Add an interesting story to grab their attention.

Use social media to spread the word about your event – include a request to forward the links and re-tweet to reach as many people as possible.

In certain circumstances we can help promote your fundraising event through our social media where appropriate.

ONLINE GIVING

Why not set up an online page to support your fundraising?

Create a **JustGiving** or **Virginmoneygiving** page then email the link to all your friends and encourage them to help horses.

Or download the **Justgiving** app onto your smart phone to make your online fundraising even easier!

Shop online with your favourite stores and raise money for horses at the same time. Go to **www.worldhorsewelfare.org/Support-Us** and click on our shopping app or visit **www.giveasyoulive.com** or **www.easyfundraising.org.uk** and start shopping!

JustGiving™



WorldHorseWelfare
Shopping App



Give as you Live®

easyfundraising
org.uk



COLLECTION TINS

An easy way to help us raise much needed funds! You'll be surprised how quickly it all adds up.

Could you display a collection tin at your business or place of work – e.g. tackshop, riding stables or veterinary surgery?

Or maybe you could collect outside your local supermarket – all you need is permission from your local authority.

We can also send you a collection tin for your fundraising event – or for collecting spare change in your home!

If you are interested in any of the above just complete the enclosed authorisation form and return it to us.



CONTACT US

If you have any questions you would like to ask before you start fundraising then please contact us on **01953 497210** and we will do our best to help!

After your event please send us any monies raised using the paying in slip provided – whatever the amount, we appreciate every single penny that is sent in to us as a result of your fundraising.

Also send us any digital photos of your event – we will do our best to display them on our website Fundraiser's Gallery and in our newsletter. **We love to see our fundraisers in action!**



THANK YOU!

We rely entirely on kind donations from the public to continue our work. Search for us on Facebook, Twitter and YouTube to keep up to date with our work and to share your stories, views and ideas.



Contact us:

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www.worldhorsewelfare.org

Registered charity no: 206658 and SC038384

www.worldhorsewelfare.org/Fundraise



Registered with
FUNDRAISING
REGULATOR

