



# The **Fun**draising **pack**

TIPS, ADVICE AND INSPIRATION



## **vetlife**

Support for the  
veterinary community



Vetlifecharity @VetlifeUK @VetlifeUK

# Dear Fundraiser,

We are incredibly grateful for your enthusiasm and support. The donations we receive from fundraiser's help to ensure that there is support in place for anyone in the veterinary community in difficulty.

In this pack, you'll find tips, advice and lots of inspiration to help you make your fundraiser a success. You can also visit [vetlife.org.uk/support-us/fundraise](https://vetlife.org.uk/support-us/fundraise) for more information, or get in touch by calling **020 7908 6376** or email [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk)



Fundraising shouldn't feel like a lot of hard work. It should be simple and make you smile. We're here to support you with whatever you decide to do, so you can focus on all the fun stuff.

**Thank you for choosing to  
fundraise for Vetlife, and have a  
great time fundraising!**



**THANK YOU FOR  
CHOOSING VETLIFE.**

# What we do

**Vetlife delivers three vital support services:**



Vetlife offers emotional support to everyone in the veterinary community via an independent, confidential 24/7/365 Vetlife Helpline.

Vetlife Health Support is here to offer help to those in the veterinary community who are experiencing mental health difficulties, including, but not limited to:

- stress
- anxiety
- depression
- alcohol and drug misuse
- eating disorders

There are times in many of our lives when we run into financial difficulties. Vetlife provides tailored financial support to veterinary surgeons, registered veterinary nurses and their dependants through emergency assistance, regular monthly grants, bungalow accommodation in Dorset and more.

## How will your money make a difference?

Whilst it's fantastic that more people are getting the support they need, to accommodate the increasing demand for our services, we are becoming more reliant than ever on generous donations from fundraisers like you. By hosting a Vetlife Day you can help us continue to be there for anyone in the veterinary community who needs support.



**“ Vetlife has been there to support me through this extremely difficult period of my life. ”**

# Getting started



We want to help you make your Vetlife Day as successful as possible. Our advice would be to give yourself plenty of time to plan your day and you'll have a great time fundraising. Here are our top hints and tips to help you along the way.

## 1 The fundraising

How are you going to raise the most money? Will you hold a raffle or auction on the day? Will you be selling cakes, drinks, and gifts? Will you charge for attendance? Set yourself ambitious but achievable targets.

**See pages 6 and 7 for some fundraising inspiration.**

## 2 The location

Where are you planning on holding your fantastic fundraising event? Could you host your event at home or at work, virtually, or at a local hotel or community centre?

## 3 The date

Have a think about which date will be best for highest attendance - will your Vetlife Day be at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your day and give yourself enough time to plan and prepare.

## 4 The big day

Be sure to capture all your hard work in action. Take pictures, tweet about what you're doing (don't forget to tag @VetlifeUK) and collect quotes or comments from people that attend. Finally, whatever the event, remember why you're doing this and most importantly, have fun!





## 5 Spread the word

Make sure everyone knows about your Vetlife Day event. Download poster templates and sponsorship forms about Vetlife at [www.vetlife.org.uk/fundraise](http://www.vetlife.org.uk/fundraise) or contact us at [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk). Display the posters at work or share information online.

## 6 The publicity

For more PR support contact us by email at [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk)

## 7 The online part

Make sure you use Facebook, Twitter and Instagram to tell people about your event. Don't forget to set up your online sponsorship page and share this too! If you tell us about your event, we will try to share it with our supporters on our Facebook and Twitter pages. The internet is an amazing promotional and fundraising tool - make sure you use it.

## 8 Tell us about it and send in the donations

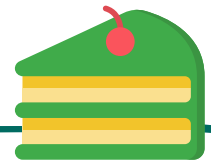
Once your event has finished, collect in the money you have raised and either send us a cheque or pay in through the Vetlife website at [www.vetlife.org.uk/pay-in-donations](http://www.vetlife.org.uk/pay-in-donations). You will receive a letter and certificate. We love hearing all about what you've been up to, so please send any news or pictures to our fundraising team at [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk) and we will try to feature as many as possible in our newsletters, on our social media pages and on our website.

Download the Code of Fundraising Practice [here](#).



# Organising your own Vetlife Day

There are so many ways to fundraise for Vetlife. Whether you decide to bake, run, cycle, or skydive, fundraising can be a fantastic way to come together with friends, family or colleagues and have fun! You can fundraise at a wedding, a dance, a party, or a music event. And we love it when you come up with your own ideas – there really is no limit to your imagination!



“Vetlife is a charity close to the hearts of those within the veterinary community. Our profession, unfortunately, experiences serious mental health issues, so the work Vetlife does is so important, and we owe the charity a real debt. It’s a real privilege to return the favour and give back to them.”

Vetlife Fundraiser



## A-Z of fundraising ideas

If you want to help fundraise for us but are stuck on what to do, we have plenty of ideas to inspire you.

**A** Auction  
Abseil

**B** Bake off  
BBQ  
Beard grow/shave  
Bike challenge

**C** Cake sale  
Coffee morning

**D** Disco  
Dress-down day  
Dog walk

**E** Exercise challenge

**F** Fancy dress day  
Fantasy football league  
Football tournament  
Fun run

**G** Gala dinner  
Give something up  
Go-kart  
Golf tournament  
Guess the weight

**H** Halloween themed day  
Head shave  
Hiking challenge

**I** International themed day  
It’s a knock-out competition

**J** Job swap  
Joke-a-thon

**K** Karaoke

**L** Loud shirt day

**M** Marathon  
Matched giving  
Mountain climb/challenge  
Music event

**N** Name the...

**O** Obstacle course  
Office olympics



**P** Paintball  
Parachute  
Picnic  
Pool tournament  
Pub quiz  
Pyjama day

**Q** Quiz

**R** Raffle  
Relay race  
Rowing  
Rugby tournament  
Running challenge

**S** Silent auction  
Skydive  
Sponsored silence  
Sports day  
Summer ball/event  
Sweepstake  
Swim-a-thon

**T** Tandem skydive  
Tennis tournament  
Three peaks challenge  
Tough mudder

**U** University  
challenge

**V** Video game  
tournament

**W** Walk challenge  
Wet sponge throw  
White water rafting  
World record attempt

**X** X Factor competition

**Y** Yes day  
Year-long challenge

**Z** Zip-line  
Zorbing



**These are  
just some  
ideas to get  
you started.**

Visit [vetlife.org.uk/fundraising](https://vetlife.org.uk/fundraising)  
for more inspiration.  
You can talk to our fundraising  
experts by emailing  
[fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk).

**TOP TIP!**

## On the day

We have lots of eye-catching materials for you to download, just visit [vetlife.org.uk/fundraising](https://vetlife.org.uk/fundraising). You can choose from our range of templates to help you advertise your event and raise money.

Contact our fundraising team for an online discount code to order our merchandise including wristbands, running vests and t-shirts.

# Creating a fundraising page is as easy as 1, 2, 3

- 1** You can create your fundraising page very easily on the Vetlife Justgiving page so that you don't have to go to the trouble of collecting donations from sponsors after the event.
- 2** Visit Vetlife Justgiving choose Vetlife and select your challenge from the list. Personalise your page and choose a target – aim high and tell everyone.
- 3** Vetlife Justgiving Giving will then collect the information needed to ensure that Gift Aid is reclaimed where possible, increasing the value of eligible donations by 25%.



**JustGiving™**  
[justgiving.com/vetlife](https://justgiving.com/vetlife) 

**Don't forget to set your target** – pages with targets receive on average 46% more than those without

**Add a photo** – let your picture do some talking too. Fundraisers with pictures on their page tend to raise 14% more.

**Add a fundraising summary** – this is the first thing people will read and you could raise an additional 9%!

**Tell your personal story** – let your supporters know what being a part of Team Vetlife means to you.

**Don't be afraid to share your page** on your social media. And every time you update it, share it again.

**Post regular updates** – new stories give your supporters a reason to come back and donate again.

**Don't forget about email** – there are lots of people who are not on social media who would like to hear what you are doing.

**Include any money you've raised offline.** Add your cash and cheque donations to your page so everyone can see how well you're doing.

**It's not over 'til it's over** – donations come in after the event so make sure you follow up and tell people how you did.



# Text donations

You can make it even easier for people to support you by simply sending a text message. With JustTextGiving you can set up a unique text code which will mean your supporters can send a donation by text. It will then be added automatically to your JustGiving total. There's no additional charge on top of the amount they want to donate, and we'll receive Gift Aid if your sponsor adds it. It's simple to do once you've set up a JustGiving page. Just log in to your account at [justgiving.com/vetlife](https://justgiving.com/vetlife) and follow the instructions. For more information visit [justgiving.com/justtextgiving](https://justgiving.com/justtextgiving)



## Gift Aid

### Don't forget to encourage your sponsors to Gift Aid

Please make sure you don't forget about Gift Aid. Any UK taxpayer can include Gift Aid when they donate at no cost to themselves. The taxman adds 25 per cent to their gift so that's an extra £1 for every £4 donated!

This extra money can make a huge difference to the veterinary community in difficulty. So please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form and include their full name and home address with postcode, so that we can claim the Gift Aid.

*giftaid it*

**TOP TIP!**

**If your sponsors donate via JustGiving we'll automatically receive the Gift Aid.**

# Get social Spread the word.

Let your Facebook, Twitter and Instagram followers know what you have planned, and how you're helping such a great cause. Keep them updated with how preparations are going and, of course, how they can donate to you! You can download social media graphics from the fundraising page on our website.

Please keep us updated on your event by using the hashtag **#VetlifeFundraiser** on your social posts. We love seeing your pictures and all the great fundraising you're doing, so make sure you connect with us.



 **Vetlifecharity**  
 **@VetlifeUK**  
 **@VetlifeUK**

## SOCIAL



### TOP TIPS FOR MAXIMISING SPONSORSHIP

- Use your Facebook profile to post regular updates about your progress and tell everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page or 'join' your event.
- Use your Twitter account to share what you're doing with contacts or local celebrities and encourage retweets!
- Instagram - Regularly talk about your fundraiser on Instagram stories, and consider using the live feature to have a real-time conversation with your audience about your fundraising efforts.
- Take some video footage of your Vetlife Day and post it to YouTube – then share this on Facebook and Twitter.
- Post a link to your online sponsorship page regularly, reminding all your contacts why you're fundraising for Vetlife. You can do this before, on the day and after your event – this will boost your fundraising.



# Other ways to get the word out



## Posters and flyers

Make posters advertising your event and ask to put them up in your workplace or school. Visit [www.vetlife.org.uk/fundraise](http://www.vetlife.org.uk/fundraise) to download a fundraising poster template you can use to promote your event, as well as awareness raising posters about Vetlife.

Ask local businesses if they would mind if you put a flyer or poster for your event in their window. In the cases of large public events ask to leave flyers on the counter or at tables for people to pick up.

## Invitations

Send out invites. Whether printed, written or via email an individual touch can help to gain a person's support.

## Your own social circle

Who else do you know who might want to help? Try to promote your event to as many people as possible including friends, people at work or at local clubs and societies you're a part of. Get the word out to the people you know and ask them to pass it on.



# Keep it legal, keep it safe

**When planning your event, you need to consider health and safety and legal concerns. If you're unsure about something, just ask us.**

Download the Code of Fundraising Practice [here](#).



## Licences

You may require a license for the following:

- alcohol or entertainment, including recorded music
- holding a raffle, lottery, or auction
- doing a public money collection
- putting up banners or signs in public areas.

## Public collections

Collecting money in a public place of any kind requires permission from your local council. For more information contact either your local council or the Vetlife fundraising team who will be happy to give you more information. Similarly, if you're fundraising on private property, make sure to ask the owner's permission first.

## Lotteries and raffles

Events like these are subject to licensing from local authorities. For more information contact your local council.

## Insurance

If your event involves the public, you will need to have Public Liability Insurance. Please check what public liability insurance the venue has in place before your event. Unfortunately, Vetlife cannot accept liability for a fundraising activity or event you undertake in support of us..

## Money

Advice for handling and counting money at fundraising events:

- where possible have two people present when money is being counted
- collect cash using a secure container e.g., a sealed container for a collection or a secure cash box for change
- bank the money collected as soon as possible.

## Food

Contact the Food Standards Agency ([www.food.gov.uk](http://www.food.gov.uk)) for guidelines about food hygiene.

## First Aid

You can get advice from a professional first aid provider such as St John Ambulance or the Red Cross about what first aid you should have at your event.

**If you need any help or advice,  
please contact [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk) or call 020 7908 6376**



# How to pay in the money you've raised

**So you have held your event – we hope you enjoyed it! The hard part is done. Now you just need to pay in your hard-earned money to Vetlife.**

If you've fundraised for us online through JustGiving all the money is automatically sent to us so you can sit back and relax!

If you collected donations, you could send us a cheque by post, made payable to 'Vetlife', along with the paying-in form enclosed in your pack.

Send it to Vetlife, (7 Mansfield Street, London, W1G 9NQ).

If you used the sponsorship form, please send us this too.

Or pay in online through the Vetlife website at

[www.vetlife.org.uk/pay-in-donations](http://www.vetlife.org.uk/pay-in-donations).

We really appreciate all the hard work and support you; your friends, family and colleagues have given us. You will receive a thank you and a certificate from us on receiving your donation.



*giftaid it*

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated.

**QUESTIONS?**

**Contact us: 020 7908 6376 • [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk)**

# Other Ways You Can Get Involved

## Become a Friend of Vetlife

Our generous member subscriptions help fund our services and ensure we can continue to be there for all who need us within the veterinary community.

Visit [www.vetlife.org.uk/support-us/become-a-vetlife-member](http://www.vetlife.org.uk/support-us/become-a-vetlife-member) for further information.

## Volunteer with us

From becoming part of the Helpline team or being a Trustee or becoming a Vetlife Financial Support Area Representative, we would love to hear from you. Please contact [info@vetlife.org.uk](mailto:info@vetlife.org.uk) for more details or visit [www.vetlife.org.uk/support-us/volunteer](http://www.vetlife.org.uk/support-us/volunteer)

THANK YOU



We are so grateful to everyone who fundraises for Vetlife - thank you for everything you're doing. Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on our social media pages, website and in our newsletters, which can inspire others to get involved too.

Don't forget to let us know what you're planning to do next!



# Contact us

## Vetlife

7 Mansfield Street  
London W1G 9NQ

## General enquiries

Tel: 020 7908 6385

Email: [info@vetlife.org.uk](mailto:info@vetlife.org.uk)

## Press/fundraising enquiries

Tel: 020 7908 6376

Email: [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk)







# vetlife

Support for the  
veterinary community



Vetlifecharity



@VetlifeUK



@VetlifeUK

## Thank you

Thank you so much for fundraising for the Vetlife.  
If you have any questions about your fundraising activity,  
don't hesitate to get in touch.  
Call us on 0207 908 6376 or email [fundraising@vetlife.org.uk](mailto:fundraising@vetlife.org.uk)



**Vetlife 24/7 Helpline**

**0303 040 2551**

Anonymous email support via website  
**[helpline.vetlife.org.uk](http://helpline.vetlife.org.uk)**



helpline



health  
support



financial  
support

**[www.vetlife.org.uk](http://www.vetlife.org.uk)**