FUNDRAISING PACK

Gables

Helping the regions unwanted & abandoned dogs and cats since 1907

Who are we?

Gables Dogs & Cats Home is a rescue and rehoming centre that has been helping the region's unwanted and abandoned dogs and cats since 1907.

What do we do?

We take in and care for hundreds of cats and dogs every year. We either rehome them or re-unite them with their owners.

We are a **non-euthanasia charity,** which means some dogs and cats stay with us for a long time but we never give up hope of finding them a new loving home no matter how much it costs! We rehome animals all over Devon, Somerset, Cornwall and the Isles of Scilly.

We receive no Government funding so totally rely on the generosity and support of the public through donations and legacies.

What do we want to achieve?

Our aim is to take in and rehome unwanted and abandoned dogs and cats from our local area and find them new, safe and loving forever homes. The more money we generate the more animals we can help.

This is where we need your help to raise funds to enable us care for as many animals as we can.

Gables

Our History

The charity was initially started by two sisters, Mrs E B Guard and Ms Agnes Grant who cycled around Plymouth collecting stray cats and later moved on to helping dogs.

As animal numbers grew they set up a shelter in the city centre run solely by dedicated volunteers, which was officially named as the Plymouth Devonport and Stonehouse Dogs and Cats home in 1908.

Eventually the number of animals being cared for outgrew the premises and a new plot of land was purchased in 1914 at Prince Rock in Cattedown. At some point the charity was renamed the Plymouth Dogs' and Cats' Home. Back then the surrounding area was not as built up as we see today.

This site remained a safe haven for stray and unwanted dogs and cats until 1984. The home survived the first world war but was damaged in the second world war. Luckily no animals were injured and Mrs Guard worked tirelessly to protect the animals. She even built an air raid shelter in the basement of her flat so she could help families with pets who were unable to take their pets to communal shelters. After the second world war was over a great deal of rebuilding became necessary.

In 1984 the sanctuary's third site was built in Cattedown to cope with the ever increasing number of unwanted and stray dogs and cats but by the late 1990's was still lacking in space.

In 1999 a new 11 acre site was opened at Gables. The charity was renamed Gables Dogs & Cats Home in 2000 as it was found that many people wrongly thought that the local council funded the organisation due to reference of the city's name. Since then the Home has grown into a state of the art animal Home with specialist staff and facilities.

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Organising a fundraising event

Events can be very effective in raising money and awareness about the charity.

Lets start at the beginning

What kind of event do you want to organise? Ensure your aims and objectives are clear.

Audience

Who are you going to target the event at? How can you make the event attractive to them?

Where are you going to hold this event?

Points to consider when looking at venues;

- Location, parking, disabled access
- Stage, sound, projection, lighting, other equipment
- Dressing, changing rooms, toilets, cloakrooms
- Fire regulations, insurances
- Catering facilities
- Cost of hire
- Capacity
- Licensing

How much are you spending?

Some items to include;

- Venue hire
- Publicity / printing costs / advertising
- Hire of equipment
- Decorations
- Entertainers
- Prizes, refreshments
- Transport
- Phone bills, postage and other admin
- Insurance
- First aid provision - St john Ambulance or Red Cross volunteers can provide this at low cost
- Volunteer expenses

How much are you going to make?

- Entrance fees
- Sponsorship
- Raffles
- Refreshments and / or goods
- Money-making stalls
- Charging stallholders or catering suppliers

You will need to do your sums to make sure you have raised enough to cover the cost of the event and more.

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Tell everyone about it

Fill in your details on one of our event posters and ask your local shops, libraries, schools, sports centre, community hall etc. to display it. Take this opportunity to ask if they would like to get involved.

Ask your employer if they would like to support the event by advertising it on the company website, social media, intranet or internal newsletter. You could also ask them if they would support your event financially by matched giving or donating a raffle prize.

Research local event websites - you may be able to post information about your event for free. Look at your local council and tourist attraction sites.

N.B. Please be aware that for any events held at private addresses - you must get permission to publicise.

On the day

- Make sure you give yourself plenty of time to get everything ready.
- Meet with all of your volunteers to ensure they know what they are doing and are prepared.
- Make sure all rooms / activities are adequately signposted.
- Have a volunteer greeting people as they arrive.
- How does the venue look? Finishing touches are important.
- Try to record the event in photos and or video - share them on social media live or after the event.
- Most importantly - Relax and enjoy it!

After the event

Congratulations on holding a successful event. You now need to collect the income, count it and either bank it so you can give a cheque to the charity or take the money collected directly to Gables. If it is a large amount ask someone to go with you.

Thank all the volunteers and companies who helped you and give yourself a pat on the back.

Gables

JustGiving™

Don’t forget to set up an online sponsorship page at www.justgiving.com

Justgiving is a website you can use to set up your own fundraising page to make and receive donations online - it’s easy and very simple to use!

Have fun, get active and tell us about how you get on!

Keep it legal

When it comes to fundraising events and activities that involve the public, there are a great many rules and regulations. You are responsible for ensuring that any event you organise in aid of Gables Dogs and Cats Home complies with the law.

Gables cannot and does not accept liability for events run in its name.

Always seek advice from your local council to check for necessary permissions, licensing, trading standards and health and safety issues.

Contact you local police if you are planning an event in a public place.

Food and drink
If food is to be sold at a fundraising event, food safety laws must be complied with. You can obtain guidelines on these from your local Environmental Health Department.

A license is needed to sell alcohol at events unless the venue already has one.

To obtain a temporary license, contact the Licensing Justice at you local Magistrates Court at least one month before the event.

Gables is registered with the Fundraising Regulator. We follow their Code of Fundraising Practice, which sets the standards that apply to fundraising carried out by all charitable institutions and third party fundraisers in the UK. Please see their website www.fundraisingregulator.org.uk/code for more information.

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Raffle guidelines

A raffle taking place at an exempt entertainment event (eg a fete, dinner dance, or sporting event I.e. not an event in which the raffle is the main attraction) does not have to be registered with a local authority or gaming board. However, some conditions must be met;

- The raffle should not include any cash prizes.
- The sale of tickets and the announcement of the winners must take place on the same day as the event.
- The total sum of bought prizes on offer should not exceed £250. Donated prizes in excess of £250 are acceptable.
- You can offer alcohol as a prize without the need to obtain a liquor licence but you must not sell tickets to under 18s.

We recommend that you buy a book of cloakroom tickets which can be sold either individually or as a strip. However, do not offer the incentive of 'five for the price of four' for example.

If you wish to run a raffle which is not considered part of an exempt entertainment event, there are very strict and complex laws relating to raffles and lotteries, and individuals MUST consult Gables Dogs & Cats Home or the Institute of Fundraising before organising a raffle or lottery.

www.institute-of-fundraising.org.uk

Gables

Gift Aid Donations *giftaid it*

Gift Aid makes an enormous difference to Gables because it can increase donations at no cost to the person donating.

What is Gift Aid?

Gift Aid is one of the simplest and most effective ways of giving to a charity. As long as you are a UK taxpayer you can make your gift go further and make every £1.00 worth £1.25 at no cost to you.

If you pay tax at the higher or additional rate, you can claim the difference between the rate you pay and basic rate on your donation. Do this either:

- Through your Self Assessment tax return.
- By asking HM Revenue and Customs (HMRC) to amend your tax code.

Example; You donate £100 to charity - they claim Gift Aid to make your donation £125. You pay 40% tax so you can personally claim back £25.00 (£125 x 20%).

With Payroll Giving, you don't pay the difference between the higher and basic rate of tax on your donation.

How can I give through Gift Aid?

If you are making a donation you will need to complete a Gift Aid declaration form. You can include all donations from the last 4 years. Remember to tell the charity about any tax years where you didn't pay enough tax.

Paying enough tax to qualify for Gift Aid

Your donations will qualify as long as they're not more than 4 times what you have paid in tax in that tax year (6 April to 5 April). The tax could have been paid on income or capital gains.
You must tell the charities you support if you stop paying enough tax.

Gift Aid and the Inland Revenue

The Inland Revenue provides answers to frequently asked questions on its own website http://www.hmrc.gov.uk/charities/faq_donors.htm

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Fundraising tips

- Start early – the earlier you start the more money you will raise.
- Plan ahead – make a plan of how you are going to raise money. Make a list of who you are going to ask to sponsor you.
- Fix a target – people may ask you how much you plan to raise. An ambitious target may encourage people to give more as they will realise you are dedicated.
- Put the big spenders first – people will look to see how much money other people have pledged. Have generous pledges at the top will encourage people to give more.
- Be passionate – if you talk passionately about what your raising money for people will be more inclined to sponsor you.
- Gift aid it – ask people to tick the Gift Aid box on the sponsorship form – this will increase your total. When you send in your sponsorship funds please do not forget to send in the sponsorship forms too as we will need them to claim the Gift Aid.
- Collect as you go.
- Check the cheque – please make sure cheques are payable to Gables Dogs & Cats Home and ensure that they are filled in correctly.
- Say thank you – people really appreciate a short thank you note letting them know you have completed your sponsored task and letting them know how much you have raised.

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How we can support you

If you have any questions regarding your fundraising then please do not hesitate to contact our Fundraising Department:

Telephone: 01752 342410
Email: fundraising@gables.org.uk

We can send out promotional material to support your event or fundraising. Please get in touch using the contact details above to request any of the items;

- Money collection pots and buckets
- Posters
- Leaflets
- Branded running vests
- A variety of leaflets
- Sponsorship forms

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What to do with the money afterwards

Congratulations and thank you for raising money for Gables Dogs & Cats Home.
Now that your event is over, please complete and return this form to:

The Fundraising Department
Gables Dogs and Cats Home
204 Merafield Road
Plymouth
PL7 1UQ

Cheques should be made payable to Gables Dogs & Cats Home.

My Event .....

On .....

Raised £ .....

Your Details

Title ..... First Name ..... Surname .....

Address .....

..... Postcode .....

Telephone number .....

Email .....

If you would like to include another sheet of paper telling us more about your event we would love to hear more. Also feel free to include photographs.

We would love to be able to use the photographs you send either on our website, social media or other press material.

☐ Please tick the box if you are happy for us to do this.

We would also love to keep you updated about our work.

This may include appeals, fundraising activities & events, volunteering opportunities, shop products and other services. **Your details will be kept securely and will never be shared with any other organisations** to use for their own marketing purposes. Please tell us how you would like to hear from us (by ticking these boxes you confirm you are 18 or over).

☐ Post ☐ Phone ☐ Email

Should you wish to change your communication preferences at any time please email **info@gables.org.uk** or call us on **01752 331602**. Information about how we use your personal data is set out in our privacy policy, published on our website **www.gables.org.uk.**

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Other ways to help

If you would like more information about Gables please fill in the form below.

I would like more information on (please tick the box);

- ☐ Becoming a Supporter
- ☐ Sponsoring a dog
- ☐ Sponsoring a cat
- ☐ Sponsoring a dog kennel or cat pen
- ☐ Leaving a legacy

Title ..... First Name ..... Surname .....

Address .....

..... Postcode .....

Telephone number .....

Email .....

☐ I do not wish to receive further communications from Gables.

Please send completed forms to;

The Fundraising Department
Gables Dogs and Cats Home
204 Merafield Road
Plymouth
PL7 1UQ

Gables

SPONSORSHIP FORM & GIFT AID DECLARATION

Please sponsor me (name of participant) .....

To (name of event) ..... **On** (date of event) .....

In aid of Gables Dogs & Cats Home

Gables

Registered charity no: 1127194

giftaid it **Make your sponsorship go further by boosting your donation by 25p for every £1 you donate**

Remember: You must provide your full name, house name or number, postcode & '√' Gift Aid for the charity to claim tax back on your donation.

Your details will be kept securely to administer your donation and will never be shared with any other organisations to use for their own marketing purposes. Information about how we use your personal data is set out in our privacy policy, published on our website **www.gables.org.uk.**

Title	First Name/Initial	Surname	Home Address (**only needed if you are Gift Aiding your donation**). * Please do not give your work address if you are Gift Aiding your donation.	Postcode (only needed if you are Gift Aiding your donation)	Donation Amount	Date Paid	Gift Aid? *(please tick'√')*

* If I have ticked the box headed 'Gift Aid? √', I confirm that I am a UK taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. I will notify the charity if I want to cancel this declaration or change my name or home address or no longer pay sufficient tax on my income and/or capital gains. If I pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to me, I will include all my Gift Aid donations on my Self-Assessment tax return or ask HM Revenue and Customs to adjust my tax code.

Registered with FUNDRAISING REGULATOR

Thank you for helping to raise money for Gables Dogs and Cats Home

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Title	First Name/Initial	Surname	Home Address (**only needed if you are Gift Aiding your donation**). * Please do not give your work address if you are Gift Aiding your donation.	Postcode (only needed if you are Gift Aiding your donation)	Donation Amount	Date Paid	Gift Aid? *(please tick 'v')*

* If I have ticked the box headed 'Gift Aid? v', I confirm that I am a UK taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. I will notify the charity if I want to cancel this declaration or change my name or home address or no longer pay sufficient tax on my income and/or capital gains. If I pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to me, I will include all my Gift Aid donations on my Self-Assessment tax return or ask HM Revenue and Customs to adjust my tax code.

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