



Fundraising guide

Thank you so much for helping animals in need by fundraising for World Animal Protection. Fundraising events not only raise money that will help animals in need, they also raise much-needed awareness of the issues facing animals around the world.

Here's how to get started

1. Decide what you'd like to do to raise money

There are lots of fun ways to raise money - whether it's a physical challenge like a hike, or a bake sale at school. Choose something you'll love to do! We've put some ideas on the next page.

2. Fill out a fundraising application form

Once you've picked your fundraising activity, get in touch with us on 1300 139 772 or email us at fundraising@worldanimalprotection.org.au and ask for a fundraising application form. We'll also offer you some tips to make the most out of your fundraising and you can request some goodies for your event, like newsletters and stickers.

3. Set up your online fundraising page

Once we confirm that we've received your fundraising application form, you can create your online fundraising page.

[Set up your JustGiving fundraising page here](#)

JustGiving™

Fundraising ideas

Here are just a few ideas to give you inspiration for your fundraising event. Be sure to check local health guidelines if you're planning an in-person event!

Running events

Are you an active person who'd like to do something outside? Do you want to challenge yourself? Find an organised running or walking event near you, and once you've signed up you can create an online fundraising page and ask your friends and family to sponsor you. Remember to personalise your page and set yourself a target.

Recognise a special event

Ask for donations in lieu of gifts for an upcoming birthday, wedding, anniversary, retirement or any other special day you have in mind!



Ethical bake sale

Bake sales are fun and delicious! Get together with a few friends and family and bake some tasty treats. Don't forget to make them vegan or use cage-free eggs. You can also bake treats for your four-legged friends. [Click here for recipes.](#)

Social event

Ask a local bar or restaurant if you can use a space for free and organise a night out for your colleagues or friends. You can charge a fee for tickets and raise extra money by holding a raffle, silent auction or collection. It's amazing how generous people feel when they're enjoying themselves!

Trivia night

You can hold a trivia night at work, at school or at a local bar. Charge an entry fee per person and get people into teams. You can either take a proportion of the entry fees to offer as a prize or see if someone will donate a few bottles of wine as prizes. Trivia questions can be easily found on the internet - you could even include an animal round so the questions relate back to the work you're supporting.

Girls' (or boys') night in

Invite your girlfriends or your mates around for a fun-filled evening of movies, drinks and nibbles for a good cause. Charge a fee to join and ask everyone to bring something to drink. Just provide some cheap nibbles and entertainment and let the fun begin!

Garage sale

Get together with your friends and family, clear out your cupboards and bookshelves, and hold a garage sale. If you don't have space to sell items outside your home, ask your local market if they'll let you set up a stall for free as the profits will be going to charity.

Guess the weight

Fill a jar with tasty treats and charge a donation to guess its weight correctly. Whoever gets the closest to the weight wins the jar.

Dress up/dress down day

Whether it's swapping your uniform for something more casual, or vamping up your usual outfit, this is a great way to raise money. Get permission from your manager or teacher first and then let everyone know the date in advance and ask for a donation to participate. The only difficult part is deciding on a theme. Will it be a colour, an era, PJs, pirates, animals? The list is endless!

What are your own ideas?

Do you have your own fun idea for raising money that you'd like to share with us? We've had plenty of interesting ideas from our creative supporters that have been very successful. Jayden, pictured right, made bookmarks and sold them from his own website.



We couldn't do it without you

Each and every dollar you raise will help us to protect animals. Just take a look at the dollar guide below to see how much of a difference you really can make. You can also use it to set yourself a target to aim for and to encourage your friends and family to give a little bit more.

\$140 could help fund a video to expose cruelty in the wildlife trade.

\$250 could help feed a bear for a month at our partner sanctuary in Romania.

\$500 could help support inspections of illegal bear bile facilities in Vietnam.

\$1000 could help feed an elephant for 40 days at one of our partner sanctuaries.

We hope we've given you a few ideas to get your fundraising off to a flying start. Remember, we can send you newsletters and stickers to help with your fundraising event - just ask!

Call 1 300 139 772 or email fundraising@worldanimalprotection.org.au

Thank you and good luck!