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Fundraising guide

Thank you so much for showing your support for animals in need by fundraising for World Animal Protection. Fundraising events not only raise vital funds towards animal protection but also raise awareness of our work to protect animals around the world.

Here's how to get started

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

Whether it's a physical challenge like a hike, or a bake sale at school, there are lots of fun ways to fundraise. If you're not sure about the kind of activities you could do, we've put together a few ideas over leaf.

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 for a fundraising application form. We'll also offer you some tips to make the most out of your fundraising and send you some goodies for your event like newsletters, stickers and posters.

3. Set up your online fundraising page

Once we've acknowledged your completed form, you can create your online fundraising page.

How to set up your online fundraising page

The easiest and most convenient way to collect funds is through an online fundraising page. It's simple to set up using Everyday Hero and you can add your own photos and posts. Once you've created your page, send the link to your friends and family by email and social media.

[Set up your fundraising page here](#)



Fundraising ideas

Here are just a few ideas to give you inspiration for your fundraising event.

Running events

Are you an active person who'd like to do something outside? Speak to our friendly Fundraising Coordinator to find an organised running or walking event near you. 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 good target.



Bake sale

Bake sales are always successful, and delicious! Get together with a few friends and family and bake some tasty cakes to sell at your workplace or school. No one can resist a sweet treat to get them through the day, especially if they know they're helping animals at the same time!

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. Charge a fee for a ticket and ask for a special deal on drinks from the venue. During the evening, you could raise extra funds with a raffle, a silent auction or just a simple collection. It's amazing how generous people feel when they're enjoying themselves!

Trivia night

Whether you hold this event at work, at school or in a bar, trivia nights are a really fun way to raise money for animal protection. Charge an entry fee per person and put together teams of 4-5 people. You can either take a proportion of the entry fees to offer as a prize, or ask the bar or your work if they'll donate a few bottles of wine as prizes. Trivia questions can easily be sourced on the Internet - you could include an animal round so the questions relate back to the work you're supporting.

Girls' night in

Invite your girlfriends round for a fun-filled evening of movies, drinks and nibbles for a good cause. Charge a fee to join in and ask everyone to bring something to drink. Just provide some nibbles like popcorn and chips, and let the gossiping commence!

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 jellybeans and charge a gold coin donation to guess its weight. Whoever gets 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 funds. Get permission from your manager or teacher first, and then let everyone know the date in advance (preferably a Friday) and ask for a \$3 donation to participate. The only taxing part is to decide a theme! Will it be a colour, an era, PJ's, pirates, animals... the list is endless!

What are your own ideas?

Do you have your own fun idea to raise funds 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.

\$100	could vaccinate 20 dogs against rabies, protecting them from cruel deaths.
\$240	could provide essential medicine for one bear in a sanctuary for an entire year.
\$500	could help support inspections of illegal bear bile facilities in Vietnam.
\$1000	could help us promote animal friendly solutions across the world.

I hope we've given you a few ideas to get your fundraising off to a flying start. Remember we can send you newsletters, stickers and posters to help you with your fundraising event - just email fundraising@worldanimalprotection.org.au or call us on 1 300 139 772.

Thank you for helping us to move the world to protect animals.

Good luck!