



**The Mayhew Animal Home**

HELPING ANIMALS AND THEIR CARERS SINCE 1886



**The Mayhew Animal Home**  
**FUNDRAISING**  
**PACK**

# WELCOME AND THANK YOU!

**We would like to take this opportunity to say a huge thank you for fundraising for us and being part of our Pawsome Team!**

**The Mayhew Animal Home relies solely on public donations so its people like you that allow us to keep doing the work we do.**

**In this booklet you will find some ideas, hints and tips to help you along the way and our fundraising team are always on hand to help too.**

## GET IN TOUCH

**[events@mayhewanimalhome.org](mailto:events@mayhewanimalhome.org)**

**020 8206 5872**

# 5 TIPS

## ON HOW TO GET STARTED WITH YOUR FUNDRAISING

Go #PawesomeTeam!



### #1

Set up a JustGiving page, where friends and family can sponsor you online.

Visit [mayhe.ws/justgivinghowto](http://mayhe.ws/justgivinghowto) for more information on how to set up your own JustGiving page.

Ask your employer if they will offer a 'matched funding' scheme, where they match the total sponsorship that you raise. If they agree, it will double your sponsorship!

### #2

### #3

Ask those who are likely to give the biggest donations to sponsor you first. This will encourage others to give generous donations too.

Add the link to your JustGiving page on your email signature and on your social media pages (Facebook, Twitter). Tell everyone that you're taking part in this event and ask them for their support!

### #4

### #5

Ask your supporters to tick the Gift Aid declaration box as this means you will raise an extra 25p from every pound. This is at no extra cost to the people sponsoring you.

# FUNDRAISING IDEAS

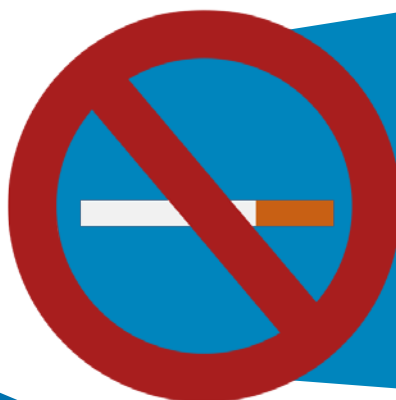
Organise a **Pub Quiz** at your local watering hole.



**Have a jar in the house** for spare change, charge your family a £1 for doing something they are not supposed to.



**Have a Tea Paw-ty** with your friends or colleagues and ask them to pay what they would normally spend in a coffee shop.



**Give something up** and get your friends and family to sponsor you. It could be a bad habit or anything you like.

## OTHER WAYS TO RAISE MONEY

**Bring and Buy sale**, invite friends to bring things they don't need any more if someone else buys it the money goes to charity.

Host a **garden party** and charge a small entrance fee.

Hold a **sweep stake** with your friends, it could be for sport or your favourite TV talent show.

Have a night in, invite your friends round for a **pyjama party** with films. Ask them to donate what they normally would have spent out on the town.

**Office Olympics**, pay to enter chair racing or words per minute contest.

Sponsored **bring your dog to work day**.

Sponsored **casual dress day**.

**Use Social Media! Tweet or Facebook your fundraising link around pay day to catch people at the right time.**

# GIFT AID GUIDE

## What?

Gift Aid is a system administered by the Inland Revenue to promote charitable giving. It is important to understand it as it could boost the amount you raise by 25%! A Gift Aid declaration is simply a statement that the donor is a UK taxpayer who wishes the charity to claim back the tax on the donation.

## Why?

The Mayhew Animal Home can claim an extra 25p for every £1 donated, provided that it is a personal donation and the donor is a UK taxpayer. This **can transform a £10 donation into £12.50**, at no cost to the supporter or charity.

It costs you absolutely nothing to Gift Aid your sponsorship pledge and because charities have computer systems designed to handle the claims, it costs them next to nothing to make their claim.

## How?

It doesn't even require a signature. The charities simply need to have the home address and postcode of the donor in case their tax inspector wants to check out their claims.

## Who?

The Gift Aid scheme is unique to the UK. If you are not a UK taxpayer, you can still make a donation, however your donation will not attract Gift Aid.

If you have any questions about Gift Aid please call our Database Officer on

**020 8206 5878**

# SPONSORSHIP FORM

YOUR NAME

.....

IN AID OF

.....

## REMEMBER

Full Name + Home Address + Postcode + ✓ = Gift Aid

By ticking Gift aid I confirm that I am a UK Taxpayer and I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to The Mayhew Animal Home. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Full Name	Home Address <small>Please do not provide your work address if you Gift Aid your donation</small>	Postcode	Amount	Gift Aid
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## MAKE YOUR DONATIONS GO FURTHER!

If you pay UK tax and tick the Gift Aid column, the Government will give us 25% on top of your donation and it won't cost you a penny. You will need to have paid UK Income and/or Capital Gains Tax (excluding Council Tax and VAT) in the current tax year at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your gifts for that tax year.

# SPONSORSHIP FORM

**£100**

Could buy a microchip scanner to help us reunite lost animals with their owners.

**£25**

Will enable our Animal Welfare Officers to answer a cry for help when an animal needs it most.

Full Name	Home Address <small>Please do not provide your work address if you Gift Aid your donation</small>	Postcode	Amount	Gift Aid
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Final amount raised: £ \_\_\_\_\_