

FUNDRAISING WITH COMPASSION

www.ciwf.org/fun

Giving a voice to farm animals and creating a stir is an essential part of the work we do to improve the lives of farm animals around the world.

We couldn't do what we do without passionate and enthusiastic supporters such as you.

Your fundraising efforts could literally help us change the lives of billions of farm animals.

SO WHAT CAN YOU DO? WHATEVER YOU CAN DREAM UP!

We've come up with a few ideas to get you started. From baking with compassion to sponsored runs, bag packs to themed parties, there is something for everyone.

We want you to have **FUN** fundraising for Compassion and whether your fundraising plans are big or small, they will make a difference to our campaigns.



HOW YOUR FUNDRAISING HELPS

By fundraising for Compassion you will be helping us to end factory farming by funding projects such as:



Undercover Investigations

- Exposing the reality of modern intensive farming systems and bringing the plight of farm animals to the attention of the world's media
- Award winning.

Political Lobbying and Campaigning

- Successfully lobbying the EU to recognise animals as sentient beings, capable of feeling pain and suffering.
- In 2012 the EU ban on 'barren' battery cages will come into force.
- Over 90 councils in the UK are now using barn, free-range or organic eggs and are part of the movement to better welfare and better quality food that is sweeping the corporate and public procurement sectors.

ANIMALS CAN FEEL PAIN AND SUFFER: EU LAW AGREES



In 1997, animals were legally recognised as sentient beings (capable of feeling pain and discomfort) by the EU, following a ten-year campaign by Compassion in World Farming. This fundamental agreement now underpins and paves the way for all future improvements to farm animal welfare in Europe.

[Read more about animal sentience >>](#)

Animal sentience recognised by the EU (1997)



Engaging with the Food Industry

- Our Good Farm Animal Welfare Awards celebrate a wide range of the fantastic work being done by leading food retailers, suppliers and producers to ensure that farm animals are reared more humanely.
- We are putting animal welfare at the heart of the food industry.

Call 01483 521 953, email supporters@ciwf.org.uk or visit ciwf.org

ORGANISE AN EVENT

www.ciwf.org/events

Whatever your event, our list of handy tips will help get you started so that you get the most out of it and your event runs as smoothly as possible.

TOP TIPS

Decide on the **purpose** of your event. Will you be raising funds, raising consumer awareness or getting new people involved with Compassion or your local group.

Recognise your target **audience** and choose a date and location around this. For example, if you want to raise awareness with consumers then you should think about holding your event at a supermarket or maybe a farmers' market.

You may need special **permission** to hold your event, particularly if you want to hold it on public property. Applying for permission from local councils or private landowners will affect the date you can hold your event, so plan for this when setting a date.

Set your **budget**. Do you have to pay for a stand? Is a table provided? Do you need to buy or rent any special materials, such as animal costumes? Give Supporter Services a call on **01483 521 953** as we may be able to help.

Plan for the unexpected. If you're outdoors, think about what you'll do if there is bad weather. Is there somewhere you can move to indoors? Or can you have a cover over your stand? If it's a sponsored event then can you reschedule easily?

PROMOTING YOUR EVENT



Promoting your event is essential to get as many people along as possible and/or to raise as much money as you can.

Here are some handy hints to maximize promotion possibilities for your big day.

Remember, if you want members of your community to come along they need to know what's going on! **Community notice boards** in local shops, vets, school and high streets are a great way of getting word around.

www.ciwf.org/events features all the Compassion events going on across the UK and beyond. If you want us to feature your event, contact Supporter Services on **01483 521 953** or email us at **supporters@ciwf.org** and we will happily spread the word about your support.

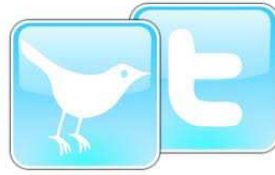
We have a selection of **event posters** that we will gladly send to help raise the profile of your event.

Local press are always interested in local stories by local people. Write to local papers, radios, TV and try and get into free listings for your area – 'What's On' guides, parish magazines, council websites, etc ... to help advertise what you are doing.

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Online social networking sites such as **Facebook** and **Twitter** are excellent – and free – ways to spread the word about an event to friends and friends' friends and friends' friends' friends. You get the idea!



You could also send a 'round robin' **email** to all your family, friends and work colleagues in your address book.

HOLDING YOUR EVENT



If you need any materials from us, such as leaflets, posters, petitions or collecting tins, please let us know in advance and we can ensure we get them out to you in plenty of time.

A picture says a thousand words so remember to try and take photos of your event, making them inspiring and different. If you're happy for us to use these in future publications or on our website, then please send digital copies to us at supporters@ciwf.org.

During your event the most important thing to remember is to enjoy it and have **FUN**.

AFTER YOUR EVENT

It sounds simple, but thanking everyone who helped you organise or took part in your event and letting them know how it went will inspire them to help again in the future. A good way to thank is through your local media or public notice boards.

We really want to know how your event goes as well so get in touch with us afterwards.

It's great if you can email us some photos. We can use them to inspire other supporters to get active.

If you organised a fundraising event, then you'll need to **transfer the money** you raised to us as soon as possible.

Count all the money you collected and pay this into your bank account. You can then forward a personal cheque on to us – remember to use the **RETURNS FORM** available to download to let us know what the funds are from.



COLLECT FOR COMPASSION

www.ciwf.org/collections

Become part of our dedicated team of collectors and organise a collection in your local area. Take to your high street or train station with a tin to raise vital funds for our campaigns and promote farm animal welfare issues.

There are a number of ways to carry out a collection for Compassion in World Farming and we have lots of handy tips and hints to help you along the way.

COLLECTING ON PRIVATE PROPERTY

Private property includes places such as **train stations** and **supermarkets**. Busy spots like these ensure that fantastic totals are collected for Compassion! Simply contact the manager of the place you want to collect and request details of their application process.

Double-check whether or not you need a collection permit from the **council**. Generally, a council permit is only required if you will be positioned outside but it is advisable that you check first.



Once you have permission to go ahead with a collection make sure you **let us know**. We will then ensure we send you **collection tins, tabards** a selection of **leaflets** and **posters** for the day. We can also contact local Compassion supporters to help you on the day.

COLLECTING ON PUBLIC PROPERTY



To collect on public property all you need is a street collection permit issued by the local council.

They will then send you an **application form**. Please contact the Supporter Services Team if you have any questions on how to fill out the form.

Once your council has everything it needs from you and your application is approved, the Licensing Department will then send you a **permit**. Once you have this contact **Supporter Services** on **01483 521 953** to let us know when your collection is taking

place.

AFTER THE COLLECTION

There are a number of legal requirements following a street collection. They are not the same for every council so we strongly recommended that you read the terms and conditions sent to you with your permit.

COLLECTING THROUGH TINS IN SHOPS

Do you know a friendly shopkeeper who is sympathetic to animal welfare? Perhaps they would like to have one of our shop collecting tins on display and help raise funds for our work?

Compassion have plenty of tins to go around and this is a really simple way to help raise funds. Fill out our **COLLECTING TINS FORM** available to download to get started!

Call 01483 521 953, email supporters@ciwf.org.uk or visit ciwf.org

GET SPONSORED

www.ciwf.org/sponsor

See yourself as a bit of a daredevil? Then why not challenge your wits, and your friends, to take part in a cycle race or hike up a hill in aid of Compassion in World Farming.

You may then want to take a look at www.doitforcharity.com. Similarly, Compassion has also got together with Skyline Events and Charity Challenge to offer our supporters a wide range of activities to choose from! Just visit www.skylineevents.co.uk and www.charitychallenge.com to discover the adventures awaiting you.

PROMOTE

We will help you promote your sponsored event – after all, it is in aid of Compassion in World Farming! All we need are the details (who, when, where) to be able to get the ball rolling for you. The sooner you can let us know the sooner we'll be able to promote you on our dedicated webpage.

RAISE FUNDS

A great way of helping raise funds is to set up a webpage at online charity fundraising sites such as justgiving.com or VirginMoneyGiving.com. This is the fastest, easiest, and cleverest way to raise money! Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world.

Just visit www.justgiving.com or www.virginmoneygiving.co.uk and search for Compassion in World Farming. If you're new to the site you will need to enter your email address and complete your details as well as choose a password.

But where do you start? If you're not a social media guru it's not easy to know how best to ask people to support you on different social media sites as they all have their own little quirks.



TOP TEN TIPS

1. Keep your message personal
2. Add photos and video
3. Tell everyone about your page
4. Publicise your page
5. Put a link in your email signature
6. Keep your page up to date
7. Send a follow-up email
8. Personalise your thank-you
9. Contact your local media
10. Keep fundraising after your event

Bonus Tip – HAVE FUN! - Handy hint: Update your Facebook status with your Justgiving link so all of your friends see your link in their News Feeds. For an extra push you can even post your link on their walls.

THANK YOU

www.ciwf.org

By fundraising for Compassion you are highlighting what is so often hidden behind closed doors – the reality of factory farming.

Together we are creating a groundswell for change.

Consumers are now buying more ethically, businesses are producing and sourcing higher welfare food, and politicians are beginning to listen to public demands. All this means real improvement to the lives of millions of farm animals. Our job is to make sure this momentum continues for every single one of the millions of farm animals still suffering in factory farms.

However you choose to fundraise you can be safe in the knowledge that you are part of the team that gets things done.

With you we have achieved:

- VEAL CRATES: BANNED IN UK & EUROPE
- SOW STALLS: BANNED IN UK & EUROPE (from 2013)
- ANIMALS CAN FEEL PAIN AND SUFFER: EU LAW AGREES
- BARREN BATTERY CAGES: BANNED IN EUROPE (from 2012)
- LIVE EXPORTS: AN END TO SUBSIDIES
- GOOD EGG AWARDS: 25 MILLION HENS PER YEAR SET TO BENEFIT

Together we will end factory farming. Thank you.

HOW WE SUPPORT YOU!

If you need extra support and advice, Compassion's dedicated Supporter Services Team is just a phone call (or email) away.

So please, contact the Supporter Services Team.

Tel: 01483 521 953 (lines are manned 9am – 5pm Monday to Friday)

Email: supporters@ciwf.org

Write to: River Court, Mill Lane, Godalming, Surrey, GU7 1EZ.



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COMPASSION
in world farming 