



**COMPASSION**  
in world farming   
[ciwf.org](http://ciwf.org)



Help  
**Compassion**  
drive the **change.**



# Welcome to the team!

**Our supporters are the backbone of our movement** – without your commitment to farm animal welfare, we simply could not maintain such pace of progress towards a more humane world. Your fundraising efforts could literally help us change the lives of billions of farm animals. **Thank you.**

So what can you do? Whatever you can dream up!

Over 500 dedicated supporters around the UK are getting involved, from running to walking, baking to collecting and lobbying for higher welfare farming. It's great to have you as part of our team.

**Together we can make a difference.**

## We are leading a global movement.

Over 40 years ago, a dairy farmer named Peter Roberts decided to do something about the rapid rise of factory farming – and founded Compassion in World Farming. Since then our 'can do' attitude has achieved a long list of reforms that are helping millions of farm animals live better lives.

Compassion has fought to end what we believe to be the biggest challenge in animal welfare: factory farming. Today 2 out every 3 farm animals still suffer as a result of intensive factory farming.

The time has come to choose a different path for all farm animals, for good.

**Every single one of the world's factory farmed animals needs compassion.**

THE  
**3 BILLION**  
**LAYING HENS** who live in  
tiny, wire cages.

THE  
**35 BILLION**  
**CHICKENS** who suffer  
behind shed doors.

THE WORLD'S  
**1 BILLION**  
**ANIMALS** who suffer  
each week as a result of  
long distance transport.

THE  
**700 MILLION**  
**PIGS** who are confined in  
over-crowded, barren  
conditions.

Our **vision** is a world where farm animals are treated with compassion and respect. Our **mission** is to end factory farming and advance the wellbeing of farm animals worldwide.

## CONTACT US

Remember at any time you can call, email or write to Compassions Supporter Services Team to share your ideas, find out about events near you, or order your fundraising materials.

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

**Email: [supporters@ciwf.org](mailto:supporters@ciwf.org)**

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



Call **01483 521 953**, email **[supporters@ciwf.org](mailto:supporters@ciwf.org)** or visit **[ciwf.org](http://ciwf.org)**

# Help us **end** factory farming.

As well as raising vital awareness for farm animals, you will be funding projects such as:

Our **Award Winning 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.



Our **political lobbying and campaigning** activities that have seen the EU recognise animals as sentient beings and secured landmark agreements to outlaw the barren battery cage for egg-laying hens, narrow veal crates and sow stalls across Europe.

Our **Defend the Big Move** campaign; to make sure the ban on battery cages is enforced in 2012 and not pushed back. And other campaigns to make sure legislation already in place to protect farm animals is **enforced**.



Encouraging **Councils, Universities and public bodies to go cage-free** on all their egg procurement. Currently, over **90 councils** are now cage-free!

Helping us **respond** to **urgent situations** as they occur so we can make the biggest difference to farm animals. Our **CowsBe-longinFields.org** campaign highlighted the horrors of US style 'mega-dairies' and prompted public outcry against the proposed intensive farm.



**Engaging with the Food Industry** with our **Good Farm Animal Welfare Awards**.

**25 million cage-free hens** are set to benefit from the policies of our Award winners – their wings would stretch half way around the world!

As a result of our winners' policies and commitments the lives of **over 174 million broiler chickens** are set to benefit each year.



## How **you** can help.

There are lots of different ways you can make a difference for farm animals. Below are some quick ideas to get you started:

Help **stamp out** factory farming by taking part in our annual **Walk with Compassion**



You can **DEFEND THE BIG MOVE** by taking it to your local area. Join supporters around the UK gathering support for the 2012 ban on battery cages by taking part in one of our **BIG 'Change for Change'** events.



**Spread the word** about high welfare eggs and other ingredients by cooking up a storm for **Bake With Compassion!**

**DEFEND THE BIG MOVE**

Be a **farm animal hero** and challenge yourself to do a sponsored event—from runs to walks, poetry readings and sky



**Drive change** in your local area by organising a **fundraising event**, highlighting the horrors of factory farming. Or simply ask a local business to put one of our tins in their shop, pub, vets...

Use our **Calendar of ideas** to decide how you want to **give a voice** to farm animals.

**To start raising funds for farm animals call the team or visit [www.ciwf.org/fun](http://www.ciwf.org/fun).**

# Top Tips from the experts.

By getting involved and raising funds for Compassion you are literally helping us change the lives of billions of farm animals. Here's some tips from our fundraisers:

Get to know your **local supermarket manager** – these are great places for talking to people about their food choices whilst raising funds through a bag pack. **Kath Osbourne and friends collected over £1500 in a day at her local M&S.**

Find out what **events** are happening local to you – see if you can have a stand. **Sue and Eileen raised over £400 from their stand at the Cheltenham Food Festival .**

**Publicise** your fundraising using social media, local papers, local notice boards, email, round Robins...

Remember to **let us know about it!** We can advertise your event on our online events calendar. A great way to spread the

**Fundraise online** – set up JustGiving and Virgin Money pages to raise funds and awareness. **Josh raised over £500 on JustGiving in a month!**

Order our '**guide to organising events**' for help in whipping up a fundraising extravaganza like **Becky, who raised £4000 at her Tiara and Wellies fundraising ball.**

Get **colleagues, friends or fellow pupils** involved . **Susan raised £106 by asking colleagues to donate in lieu of sending Christmas cards.**



We have lots of useful tips and tools that you can use to make sure whatever you decide to do, it is a success. Get in touch for more information.





# Calendar of fundraising fun

Whether at home or at work, at school or the playground there are **plenty of opportunities** to raise funds for Compassion's work. Get your friends on board and before you know it you will have a **team of Compassionate fundraisers** all ready to take part in any of the ideas below.

Why not **take it month by month**, choose dedicated time(s) of the year that suit you and focus on having a big event that not only helps makes the lives of farm animals better but gives you the opportunity to let your hair down and **have some fun!**

## JANUARY

Auction any unwanted Christmas gifts on **eBay**. Or why not do what **Margaret from Worthing** did and ask people to donate their unwanted presents for a **raffle** to raise funds for Compassion?

Get **sponsored** for your New Year's resolution. Check out [Virgin moneygiving](#) and set up your sponsor pages at [Virgin moneygiving](#) or [justgiving](#) to start raising funds! **Cleo from London raised over £1600 from her sponsored night cycle in 2010!**



## FEBRUARY

Give a romantic gift of Compassion to your valentine. Call Supporter Services on **01483 521 953** to share your love with those you love!

Organise a **Valentine's ball or dinner party**. **Becky Wood's** 'Tiaras & Wellies' dinner raised over **£4000** for our work for farm animal welfare!



## MARCH

Celebrate **'St Patricks Day'** on the 17<sup>th</sup> March and raise money for Compassion by wearing green to work/school or ask for pennies to wear wellies to raise some funds on **'World Weather Day'** on the 23<sup>rd</sup>.



Why not March into spring by contacting your local supermarket and do a **bag pack** for their customers one day? **Kate Underwood raised over £130 doing a bag pack at her local M&S.**

## APRIL

Don't be an April fool and miss the opportunity to hold a Free-range Easter Egg hunt! Or...



Take part in our **Change for Change** fundraising events around the UK on the 17<sup>th</sup> and help us defend the 2012 ban on barren battery cages for laying hens – are we going to be in a city near you? Call the Sup-

## MAY

Spring in to step by taking part in **Walk with Compassion** on the 7<sup>th</sup>. Don't forget you can organise your own sponsored walk in your local area too – **Georgie Lyng** did this and raised more than **£800!**



Fundraise with friends on **'Friendship Funday'** (21<sup>st</sup>).

Raise awareness of Compassions cause by **holding a stand** at your local **'May Day'** fete. **Margaret and her team of Worthing supporters have raised over £900 at animal fairs in 2010.**

## JUNE

Volunteer for Compassion during **'National Volunteers Week'** (1<sup>st</sup> – 7<sup>th</sup>).

It's time for **Summer Fetes**, so why not see if you can have a stand at your local fete and have a fun raffle? Find like-minded people in your area and get involved in our local group network at [www.ciwf.org/groups](http://www.ciwf.org/groups).



## JULY

Get summer sizzling with a Compassionate picnic for **'Teddy Bear's Picnic Day'** on the 10<sup>th</sup>. **Supporters in Dorset raised over £300 at their Compassionate Dinner all of which will go towards our work for farm animals.**

## AUGUST

**Hold a stand** at your local festival and raise funds for Compassion or why not have a **sponsored** dog walk for **'National Dog Day'** on the 27<sup>th</sup>?



Or take to the streets or supermarkets and hold a **compassionate collection** and **information stand** over the summer holidays! **Kathleen and her friends raised over £1500 from supermarket bag packs throughout 2009.**

## SEPTEMBER

Celebrate all things organic over the Soil Association's **'Organic September'**.

Have some fancy dress fun and **FUN**raise at work for **'International Talk Like a Pi-**

## OCTOBER


Speak out for farm animals on the 4<sup>th</sup> for **'World Animal Day'**, or you could have a **sponsored** sponge throw at your teachers on **'World Teachers Day'** (5<sup>th</sup>).

Why not sell ghoulish cakes for Halloween and give your friends a spooky treat whilst raising funds for our **Bake with Compassion** fundraising week? Visit [bakewithcompassion.org](http://bakewithcompassion.org) for more information.



## NOVEMBER

Sparkle for the animals with a **'No Bangs, Firework Charity Ball'**

Celebrate **'World Curry Week'** (from the 21<sup>st</sup> to the 27<sup>th</sup>) and have a Compassionate Dinner Party. You could use  and ask friends to donate to Compassion instead of bringing a bottle.

## DECEMBER

Get your Christmas gift of Compassion at [www.ciwf.org/christmas](http://www.ciwf.org/christmas) or hold a Compassionate Carol Concert for your community.



Or how about holding organising a **Christmas fair** in your area? Our Isle of Wight Supporters Group did this and raised **more than £300!**

Then..... **Sit back and relax and reflect on all the good things you have done for Compassion this year!**

**Thank you!**

**TIME FOR CHANGE.**

**TIME FOR CHALLENGE.**

**TIME FOR FRESH THINKING.**

It's time to stand up together against the multi-billion dollar intensive farming industry and with forward thinking partners - in retail, government, and farming – to stop what is the biggest cause of animal cruelty on the planet. Factory farming is not the way forward.



**STOP FACTORY FARMING NOW.**

Here are some other quick and easy ways you can make a difference:

**Donate:**

We receive no government funding so rely entirely on the generosity of our supporters to prevent cruelty to farm animals all over the world. Simply visit [ciwf.org/donate](http://ciwf.org/donate) or call **0800 999 0101**.

**Join a local group:**

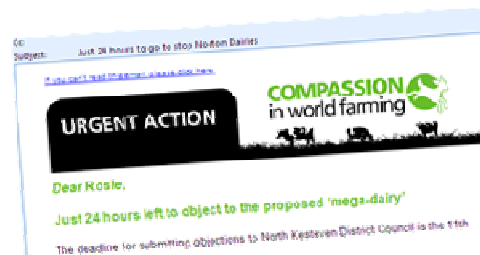
Become part of our **local group network** and get active with people in your local area. Simply visit [ciwf.org/groups](http://ciwf.org/groups) to find out who is in your area.



**FIND A GROUP IN YOUR AREA**

**Stay up to date:**

Sign up for **e-mail updates** at [ciwf.org](http://ciwf.org). Be the first to hear about urgent actions that need to be taken for farm animals and stay updated on all our campaigns.



**Give a Gift**

Raise awareness with family, friends and colleagues by asking them to take action for farm animals or donate to our work in lieu of birthday, Christmas or wedding gifts.

**Shop with us**

Visit our online shop at [ciwf.org/shop](http://ciwf.org/shop) for branded Compassion goodies—from bags and t-shirts to bibs and mugs.



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drive the **change**.

**Thank you.**

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**FRSB**  
FundRaising  
Standards Board  
*give with confidence*



Call **01483 521 953**, email [supporters@ciwf.org](mailto:supporters@ciwf.org) or visit [ciwf.org](http://ciwf.org)

Thank you for raising awareness about our campaigns for farm animals by getting involved. Whether you want to organise a fundraising or campaigning event, farm animals everywhere are really benefiting from all your hard work and commitment.

We want to ensure that you have all the materials you require for your event. Below is more information about what events you can get involved in or if you know what you want to do, let us know the details and any materials you might need. You can fill out this form and send it back to us, give us a call or simply drop us an email for more information.

### Your Contact Details

Name: \_\_\_\_\_ Supporter ID Number (if known): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email: \_\_\_\_\_

I would like more information about:

- ☐ Stamping out factory farming by **Walking with Compassion**
- ☐ Defending the Big Move by raising funds in my **local area**
- ☐ Supporting a **Change for Change** event in my local area
- ☐ Spreading the word through high welfare cooking during **Bake with Compassion**
- ☐ Driving change by getting **sponsored** for farm animals

If you know what you are doing, let us know!

### EVENT DETAILS FOR OUR ONLINE CALENDAR

We would love to promote your event on our Events calendar page at [ciwf.org/events](http://ciwf.org/events). To do this could you please provide us with:

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Do you want Compassion in World Farming to inform other supporters in your area of this event? (Please circle)

Yes

No

If yes, do you give permission for Compassion in World Farming to put interested supporters in contact with yourself, using the contact details above? (Please circle)

Yes

No

Overleaf you can order materials for your event. Alternatively, give Supporter Services a ring to find out what we have available. **Please let us know as soon as you can before your event.** We will always endeavour to provide the materials you have requested well in advance.



# EVENT MATERIALS ORDER FORM

We want to ensure that you have all the materials you require for your event, below is a list of all the materials we have available for you. Please indicate if you would like any of the following:

The theme for my event is.....

Item	Code	Price	Amount Requested	Total Cost
Before and after 'Event' template press-releases	n/a	n/a		n/a
Collecting Tin ( <i>Max 10 per event</i> )	n/a	n/a		n/a
Collecting Bucket ( <i>Max 6 per event</i> )	n/a	n/a		n/a
Compassion in World Farming Tabards ( <i>Max 6 per event</i> )	n/a	n/a		n/a
Compassion in World Farming Sashes ( <i>Max 6 per event</i> )				
Selection of Posters (A3 and A4) (we will send a selection or aim to theme to your event)	n/a	n/a		n/a
Farm Animal Voice Magazine ( <i>Max 10 per event</i> )	n/a	n/a		n/a
Mixed pack of current leaflets ( <i>approx 30 per pack</i> )	n/a	n/a	packs	n/a
A3 Event Posters (with space for you to write on. Mixture of themed sent)	n/a	n/a		n/a
A4 Laminated Compassion mission/vision statement	n/a	n/a		n/a
Sign-up sheets (for people who are interested in more information)	n/a	n/a		n/a
Lapel Stickers	n/a	n/a		n/a
Additional Fundraising Action Pack	n/a	n/a		n/a
Campaign Action Packs	n/a	n/a		n/a
Pens, Bookmarks, Window Stickers	n/a	n/a		n/a
Re-useable Envelope Labels (Sent on Sale or Return)	A448	£3.50		

You can also buy branded Compassion goodies online at [ciwf.org/shop](http://ciwf.org/shop).

If you are ordering **collecting tins, collecting buckets and/or tabards** for your event, please be aware that they must be returned to Compassion as soon as possible after the event to ensure that we have these available for other events in the future.

## THANK YOU FOR YOUR SUPPORT!

Please return this completed form to:

**Lisa Willmot**, Compassion in World Farming, River Court, Mill Lane, Godalming, Surrey, GU7 1EZ

You can call the team on **01483 521 953** (lines are manned 9am – 5pm Monday to Friday) to talk about any ideas or event plans you have or email [supporters@ciwf.org](mailto:supporters@ciwf.org).



**Thank you** for taking the time to run and organise an event for Compassion in World Farming; we really appreciate all your hard work and commitment. We always enjoy seeing photos from events, so if you took any photos please do email them to us at [supporters@ciwf.org](mailto:supporters@ciwf.org).

Now that your event has taken place, please use this form to return any proceeds raised at your event, any materials you no longer need and to let us know how it went.

## Your Contact Details

Name: \_\_\_\_\_ Supporter ID Number (if known): \_\_\_\_\_

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## EVENT DETAILS

Event Name: \_\_\_\_\_

Date of Event: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Location of Event: \_\_\_\_\_

## PHOTOS

I will be emailing photos of my event to you ☐

I give permission for Compassion in World Farming to use these photos on your website and in any of their future publications and materials (remember, any under – 16's in your photos will need parental permission) ☐

## PROCEEDS RETURN

AQD

Product	Price per pack	Amount Sold	Total
Compassion Re-usable Envelope Stickers	£3.50		£
Donations			£
		<b>TOTAL</b>	<b>£</b>

Please find enclosed a cheque/postal order/ CAF voucher for £\_\_\_\_\_ made payable to **Compassion in World Farming**

OR please debit my: Mastercard/ Visa/ Maestro/ AMEX/ Delta/ JCB/ CAFCard:

Name printed on card \_\_\_\_\_

Card Number                 (Maestro only)

Start Date     Expiry Date     Issue No   (Maestro only)

Card Security Code    (last 3 digits printed on signature strip)

Signed: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



FundRaising  
Standards Board

give with confidence

## TO RETURN YOUR MATERIALS:

Please make sure you **return any materials** to us by phoning **Parcel Force** on **0844 800 44 66**, quoting Compassion in World Farming account number **H563790**. They will collect from your house on a date convenient to you. The driver will even have a printed label to attach to the box all ready!

## EVENT FEEDBACK:

Please take a couple of minutes to fill out our feedback survey. Your views are really important to us and will help us to continually improve our fundraising services – both to you and the farm animals we are all working for.

1) Did your event meet your expectations?                      Yes                      No

Why do you think this was?

2) Was our fundraising information useful?                      Yes                      No

3) Were there enough materials available for your event?                      Yes                      No

4) Was there any information missing from our fundraising resources? Yes                      No

If yes, what would you like us to provide?

5) Would you fundraise for Compassion again? Are there any types of events you would like to get involved in?

Challenge events ☐                      Walking events ☐                      Running events ☐                      Walk with Compassion ☐  
Bake with Compassion ☐                      Change for Change ☐                      Local event stalls ☐  
Bag Packs ☐                      Supermarket/train station collections ☐                      Fundraising balls ☐

6) What tips would you give to someone who wanted to get involved with fundraising for Compassion?

## FOR MORE INFORMATION ...

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 (Mon-Fri, 9am-5pm)  
**Email:**                      supporters@ciwf.org  
**Address:**                      River Court, Mill Lane, Godalming, Surrey, GU7 1EZ.





# STOP FACTORY FARMING

**Factory farming is the biggest cause of animal suffering in the world today.**

Globally we rear around 60 billion farm animals a year, mostly in factory farms. Cheap meat conceals the real costs to animals, people and planet.

**Sign up to receive more information on how you can help us end this suffering.**

(PLEASE PRINT IN CAPITALS)



Date of event:.....

FULL NAME	HOUSE NO.	STREET NAME	POST CODE	E-MAIL ADDRESS (Keep up to date with monthly emails and be the first to know when urgent actions need to be taken)

Please return to:

**Compassion in World Farming**

River Court, Mill Lane, Godalming, Surrey, GU7 1EZ

Tel: 01483 521 953 Fax: 01483 861 639

E-mail: [supporters@ciwf.org.uk](mailto:supporters@ciwf.org.uk)

**Thank you for your support!**

\*We will only use your details to contact you about Compassion in World Farming. We promise never to give out, swap, rent or otherwise pass on your details to other organisations.

**COMPASSION**  
in world farming   
[ciwf.org](http://ciwf.org)





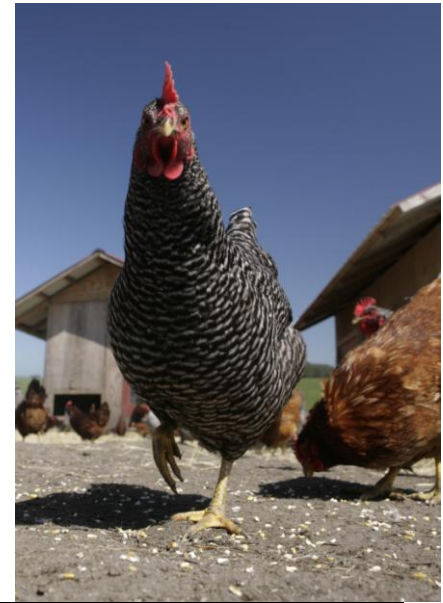
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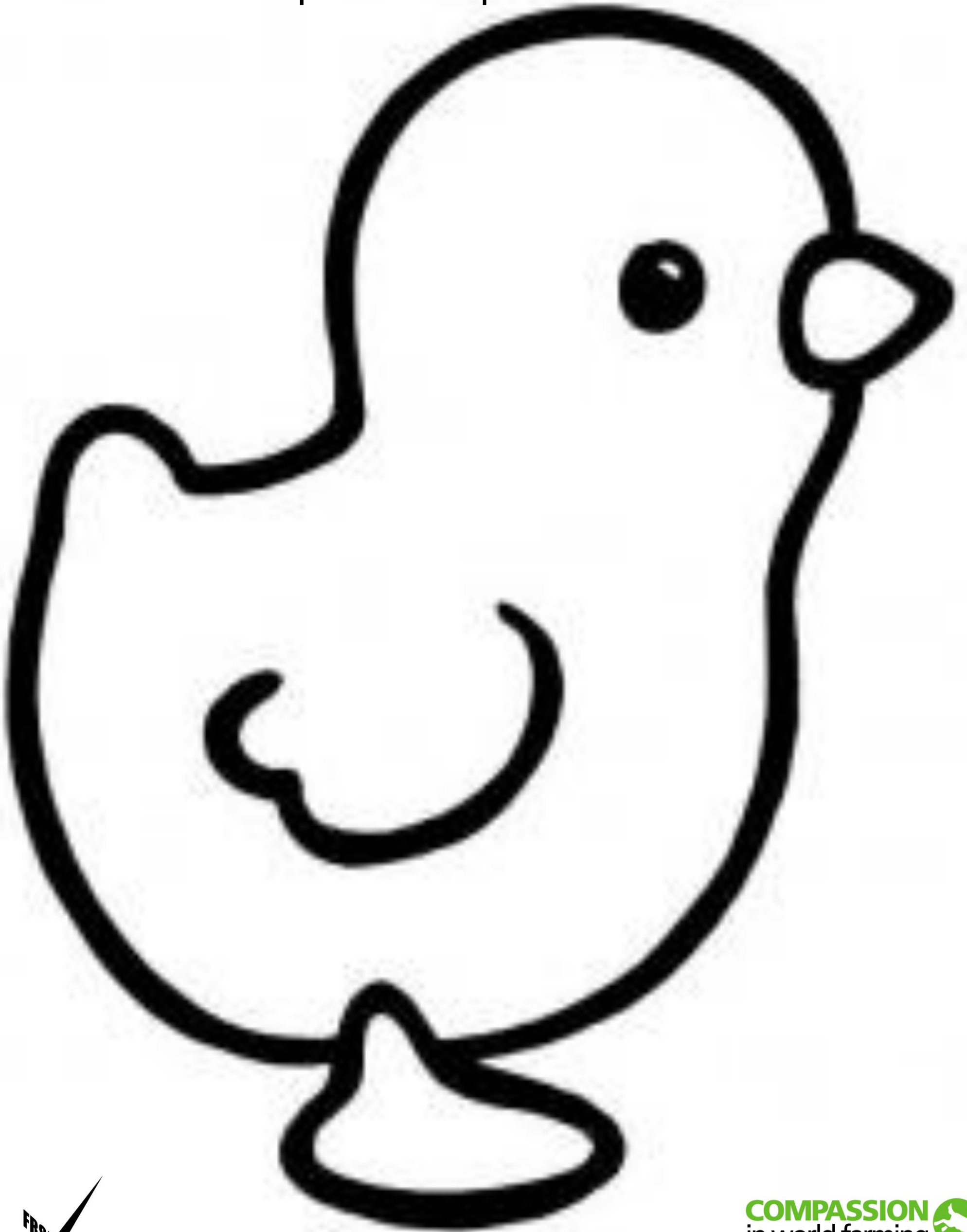
**Thank you for your support!**

\*We will only use your details to contact you about Compassion in World Farming. We promise never to give out, swap, rent or otherwise pass on your details to other organisations.



# Free-range change

Fill the chick with pounds and pennies



**FANTASTIC!** Now you have found a compassionate shop keeper to agree to hold one of our tins we just need a few bits of information before we send the tin to you to start your fundraising.

<b>Name of Person responsible for tin</b>	
<b>Address of Person responsible for tin</b>	
<b>Name and address of establishment where tin will be displayed</b>	
<b>Number of tins required for stated establishment</b>	
<b>Please tick if you require leaflets to display with tin</b>	

Please read and sign the following to agree with the terms and conditions of requesting a fundraising tin from Compassion in World Farming:

1. Collecting tins can only be sent to people over the age of sixteen.
2. Collecting tins are for public display in premises such as shops, pubs etc. The permission of the owner of the premises must be obtained before the tin is displayed. Tins must not be used for door-to-door collections or street collections, unless you have obtained the necessary permit from the appropriate local council authority and/or private property and permission from Compassion in World Farming.
3. The collecting tin and its contents remain, at all times, the property of Compassion in World Farming. Should you decide to stop displaying the tin, please return it together with any contents.
4. Tins should be emptied frequently (at least every three months) to minimise the risk of theft. A cheque payable to Compassion in World Farming should be sent to us for the appropriate amount.

I am over sixteen years of age and will observe the rules upon being sent a Compassion in World Farming collection tin.

**Signature:**

**Date:**

## CONTACT US

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

**TEL:** 01483 521 953 (Mon-Fri, 9am-5pm)  
**EMAIL:** [supporters@ciwf.org](mailto:supporters@ciwf.org)  
**ADDRESS:** River Court, Mill Lane, Godalming, Surrey, GU7 1EZ.



Call 01483 521 953, email [supporters@ciwf.org](mailto:supporters@ciwf.org) or visit [ciwf.org](http://ciwf.org)



# HELP END FACTORY FARMING



In aid of Compassion in World Farming – the leading farm animal welfare charity.

Compassion in World Farming,  
River Court, Mill Lane  
Godalming, GU7 1EZ  
Email: [Supporters@ciwf.org.uk](mailto:Supporters@ciwf.org.uk)  
Tel: 01483 521 953  
Website: [ciwf.org](http://ciwf.org)

Registered Charity no 1095050



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