

### YOUR GUIDE TO FUNDRAISING WITH COMPASSION

**HELP US FIGHT FACTORY FARMING** 

### THANK YOU FOR BEING PART OF THE **COMPASSION TEAM**

By deciding to fundraise for Compassion you have taken a big step in helping to fight factory farming and change the lives of billions of farm animals

### Thank you!

We hope this pack will help inspire your compassionate fundraising.

Whatever event or challenge you choose to take part in, whether you run or walk, collect or campaign, we will be here to help and support you every step of the way.

Together we can make a huge difference!

The **Supporter Engagement Team** is always here to help.



IF YOU WANT TO SHARE YOUR **IDEAS, FIND A LOCAL EVENT, ORGANISE A STREET COLLECTION** OR ORDER SOME FUNDRAISING **MATERIALS...** 

### **PLEASE CONTACT US!**

### CALL 01483 521 953

(Lines open 9am – 5pm, Monday to Friday.)

### **EMAIL** SUPPORTERS@CIWF.ORG

### WRITE

Compassion in World Farming River Court Mill Lane Godalming Surrey GU7 1F7

### WHY COMPASSION AND FARM **ANIMALS WORLDWIDE NEED YOU!**

Our supporters are the backbone of our organisation. Without your commitment to farm animal welfare, we simply could not maintain such a pace of progress towards a more humane world.

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



**40 BILLION CHICKENS** who are crammed into overcrowded sheds.



**OVER 10 MILLION ANIMALS** exported per vear who suffer as a result of long distance transport.



**750 MILLION PIGS** who are confined in overcrowded or barren conditions.



**4 BILLION LAYING HENS** who endure life in cages.

### AS PART OF THE COMPASSION TEAM, YOU ARE PART OF THE WORLD'S LEADING FARM ANIMAL WELFARE CHARITY.

**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.

### **TOGETHER, WE HAVE ALREADY ACHIEVED SO MUCH**



### YOU ARE PART OF A LEADING GLOBAL MOVEMENT!

### IN YOUR FUNDRAISING PACK

Your fundraising pack includes a selection of helpful materials to get you started on your fundraising journey:

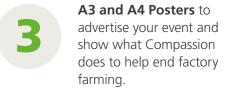
**Organising Your Event Form** for the materials you need us to supply to make your event a big success.

After Event Form after your event please use this to return proceeds and materials back to us and let us know how it went!

**Free Range Change** Posters – these fundraising tools are ideal for stands or offices, and are a quick and fun way to get started. Simply fill in the outline with pounds and pennies.

**Application for a Tin** in Shop – why not find a compassionate shopkeeper near you.

Sign Up Sheet – ask people at your events to sign up to receive our updates.

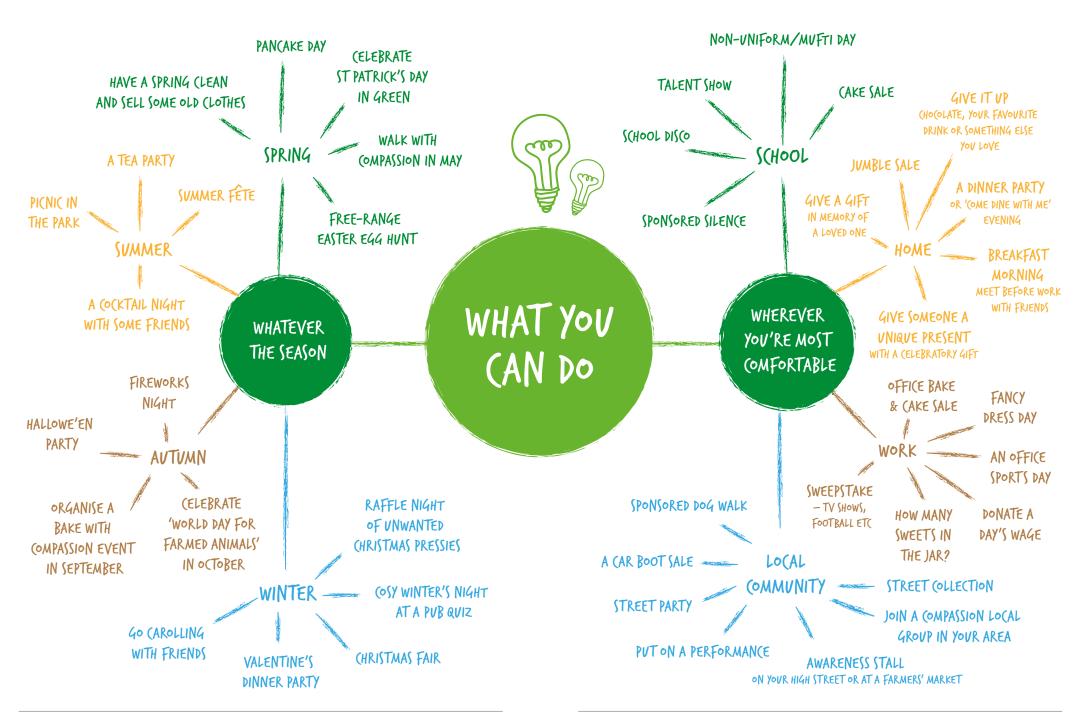




### **OTHER MATERIALS YOU CAN ORDER:**

- Compassionate Food Guides
- Tabards
- Tablecloths
- Wide selection of leaflets
- Farm Animal Voice magazines
- Badges
- Posters
- Collection tins and buckets
- Window Stickers

**LET'S GET STARTED!** 



### WHAT ELSE YOU CAN DO



### CHARITY



Sponsored events are a fantastic way to raise funds and awareness for Compassion: why not have a look at the websites below for some inspiration or order our fantastic sponsorship pack to get you started.

www.doitforcharity.com www.charitychallenge.com





**SHOUT ABOUT IT** 

Fundraising websites such as JustGiving and Virgin Money Giving give you a chance to shout about your challenge and help you with those all important sponsorship asks. So remember to tell everyone and anyone and share on your social media accounts.



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Try the ultimate fuss-free giving by donating through your workplace.

www.workplacegiving.co.uk



Shop online with 'Give as you Live'. Donating has never been so easy!

www.giveasyoulive.com



### **JOIN A LOCAL GROUP**

Meet like-minded people, who care about farm animal welfare, and fundraise within a team. Take a look on our website to find your nearest group. Or why not get in touch to start your own?

www.ciwf.org.uk/groups

### **FUNDRAISING GUIDELINES**

Here are a few handy tips and regulations to bear in mind during your event planning:

- Remember that you are responsible for making the event legal and safe, so please ensure you complete the risk assessment form within this pack.
- Do you have a licence? If you're holding/running a stall or street collection you must gain permission in advance from the appropriate council. We can advise you on how to get a permit.
- If you want to sell food, please ensure you follow food safety regulations.
- Please send all money raised to Compassion as soon as possible after the event. Please do not send us cash in the post, but bank your funds and send us a cheque or make your donation by credit/debit card.
- Expenses incurred to run your event shouldn't be deducted from your funds unless discussed and agreed with the Supporter Engagement Team first.
- Data Protection if you are collecting any personal details, please remember to keep them safe and private.

Please read through the Fundraising Law and Regulations in full at:

www.institute-of-fundraising.org.uk/policy-and-campaigns/fundraising-regulation



### YOUR FUNDRAISING **CHECKLIST**

- Decide how you would like to raise money
- Let Compassion know what you are planning
- Set yourself a goal
- (heck if you need permission or a licence for your event
- Set up an online fundraising page
- Do your risk assessment plan
- ☐ Need a hand? We may be able to write to fellow supporters to ask if they can lend a hand on the day
- Order any materials you may need
- ☐ Get some publicity tell your local newspaper and radio station
- ☐ Shout about it! Share your goal on Facebook and Twitter
- Prepare for everything! Always have a backup plan as the weather may not be on your side
- Use our official logo and guidelines, available from ciwf.org.uk/brand

And finally, get excited about your event!

### **AFTER YOUR EVENT**

After some well deserved rest...

Time to say a big 'thank you' to everyone involved in your event – we can help too!

If you did a sponsored event, start to collect your well-earned sponsorship money. Send Compassion the funds you raised (see p9 for details).

Finally, please try to return any materials promptly with the After your Event Form (form 5) provided in your pack. Our materials are precious to us and have to be shared between all our wonderful volunteers!



### WHY NOT FUNDRAISE FROM THE COMFORT **OF YOUR OWN HOME:**

### **Donate**

We receive no government funding and rely entirely on the generosity of our supporters. Visit **ciwf.org/donate** or call 01483 521 953.

**Sign-Up** to our email updates at ciwf.org.uk/get-involved.

### **Celebratory Giving**

Donate to Compassion in lieu of a gift to a friend or family member for their birthday, wedding or for Christmas.

### **Collecting Tins**

Help promote Compassion by hosting one of our Collecting Tins in your local shop (form 5).

Shop with us at ciwf.org/shop for Compassion goodies, such as t-shirts, mugs and tote bags.

**Remember Compassion in your** Will using our free Will-writing service. Visit **ciwf.org.uk/legacy** to order an information pack.

Please do contact the Supporter **Engagement Team for more** information

**CALL** 01483 521 953 **EMAIL** SUPPORTERS@CIWF.ORG

### **HAVE NO TIME TO** ARRANGE YOUR OWN **EVENT? GET INVOLVED** IN OURS!

Walk with Compassion Get active to help stamp out factory farming



Get those walking boots out of the cupboard in May and ramble through some beautiful countryside in aid of factory farmed animals. You can join our annual team walk in Surrey or organise your own event with friends and family, and don't forget to bring the dog along!

### **Bake with Compassion** Whisk up some funds for farm animals

September is the month for some higher welfare baking, so dust off those cookie cutters and join us for Bake with Compassion.

Whether you stage a cake sale at work or a bake off between friends, we would love to see everyone getting involved.

For more information please see the 'get involved' page on our website:

ciwf.org.uk/get-involved

### **GOOD LUCK AND THANK YOU!**

Remember to get in touch for support and advice on fundraising for Compassion. We'll be very happy to answer any questions and help make your event a huge success.

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### CALL 01483 521 953

(Lines open 9am – 5pm, Monday to Friday.)

### EMAIL SUPPORTERS@CIWF.ORG

VISIT CIWF.ORG







## HELP END FACTORY FARNING



TOCKPHOT

**WHAT** 

**WHEN** 

**WHERE** 

IN AID OF COMPASSION IN WORLD FARMING –
THE LEADING FARM ANIMAL WELFARE CHARITY

CALL 01483 521 953

(Lines open 9am – 5pm, Monday to Friday.) EMAIL SUPPORTERS@ CIWF.ORG

**WRITE**Compassion in





# HELP END FACTORY FARNING



© ISTOCKPHOTO

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WRITE Compassion in

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







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River Court, Mill Lane
Godalming, Surrey,

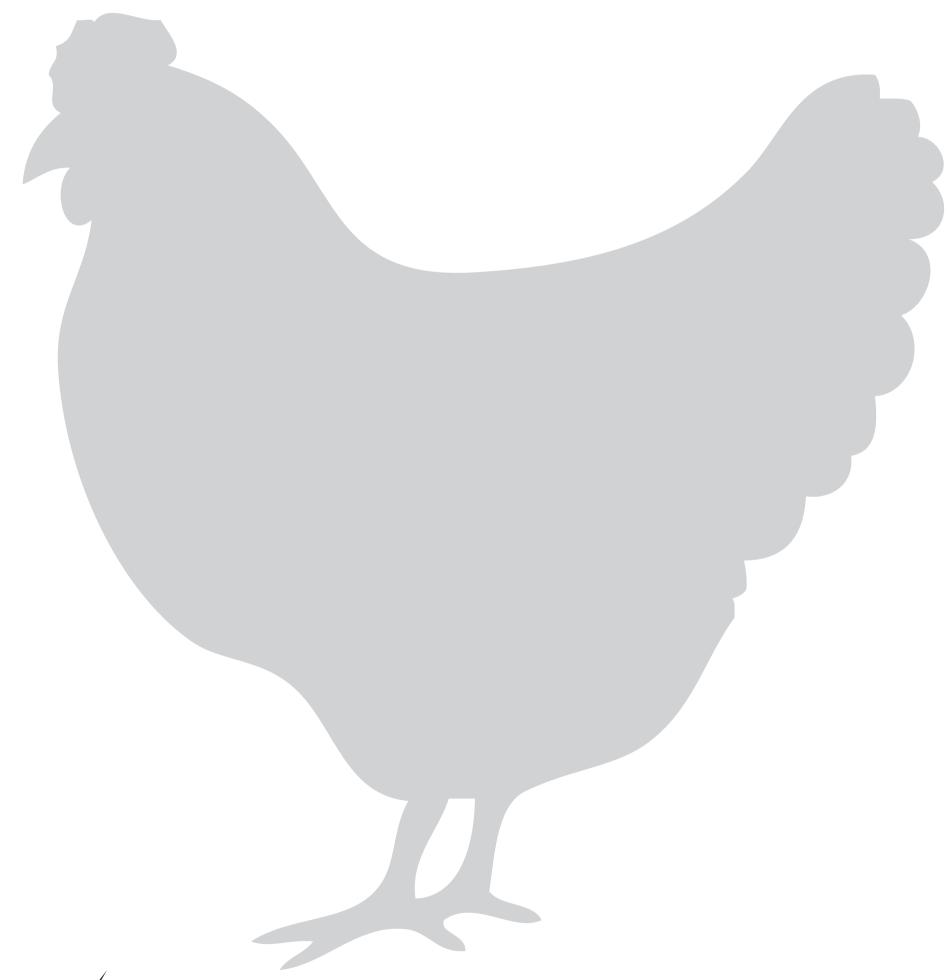
GU7 1EZ

FundRaising Standards Board give with confidence



# FREE-RANGE CHANGE

### **FILL THE CHICKEN WITH POUNDS AND PENNIES**

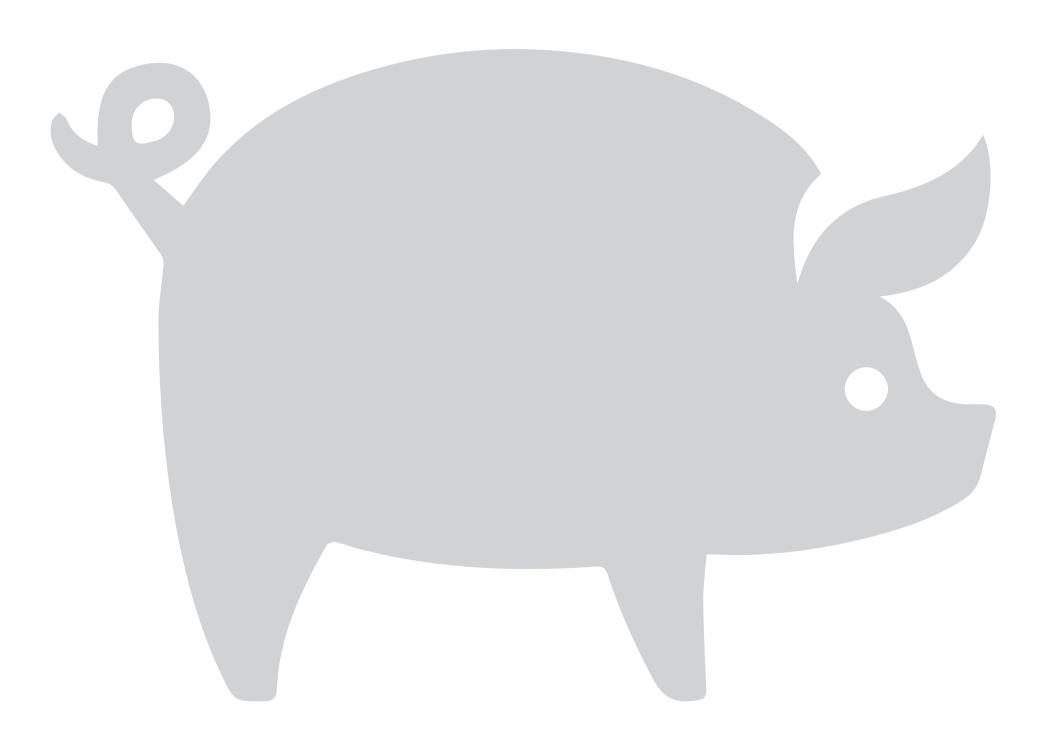






# FREE-RANGE CHANGE

### **FILL THE PIG WITH POUNDS AND PENNIES**







## 4 AFTER EVENT FORM



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**.

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

Your Contact Details	
Name	Supporter Number (if known)
Address	Telephone Number
	Email
Postcode	
<b>Event Details</b>	
Event Name	Photos
	I will be emailing photos of my event to you
Date of Event	
	I give permission for Compassion in World Farming to use these photos on your website and in any of your future publications and materials.
Location of Event	and materials.
	Please confirm you have parental permission for us to use photos featuring anyone under 16.

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

**CALL** 01483 521 953

(Lines open 9am – 5pm, Monday to Friday.) EMAIL SUPPORTERS@ CIWF.ORG **WRITE** 

### **Proceeds Return\*** Name printed on card Please debit my: Mastercard / Visa / FundRaising Standards Board Maestro / AMEX / Delta / JCB / CAFCard: give with confidence Card no. (delete as applicable) (Maestro (\*Please do not send cash in the post) **Valid From Expiry Date** Issue No. (Maestro only) Signed **Date** Please find enclosed a cheque/postal order/CAF voucher for £ OR made payable to 'Compassion in World Farming'. 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 for you. The driver will even have a printed label to attach to the box all ready for you!

<b>Event feedback</b>			YN
Please take a couple of minutes to fill out ou survey. Your views are really important to us us to continually improve our fundraising ser you and the farm animals we are all working	and will help vices – both to	4. Was there any information from our fundraising resoulf yes, what would you like us	urces?
	Y N		
1. Did your event meet your expectations?			
Why do you think this was?			YN
		5. Would you fundraise for Compassion again?	
		6. Are there any types of eve to get involved in?	ents you would like
	Y N	Challenge events	Bake with Compassion
2. Was our fundraising information useful?		■ Walking events	■ Bag Packs
		Running events	Local event stalls
3. Were there enough materials available for your event?		■ Walk with Compassion	<ul><li>Supermarket/train station collections</li></ul>

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(Lines open 9am – 5pm, Monday to Friday.) EMAIL SUPPORTERS@ CIWF.ORG

### **WRITE**

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

Registered Charity Number: 1095050

### ORGANISING YOUR EVENT



Thank you for raising awareness by getting involved with Compassion. Whether you want to organise a fundraising or campaigning event, this form has everything you need to get started.

<b>Your Contact Deta</b>	ils								
Name		Supporter Number (if known)							
Address		Telephone Number							
		Email							
Postcode									
I would like more information about:	Walk with Compassion		ing sponsored arm animals						
Event details for our fundraising calendar  We would love to add your event to our fundraising calendar. Please provide us with some details below:									
Event Name			Y N						
		Do you want Compassion in World Farming to inform other supporters in							
Date of Event	Time of Event	your area of this event?							
		If yes, do you give permission for Compassion in World Farming to put							
Location of Event		interested supporters in contact with you, using the contact details above?							

You can order materials for your event overleaf. Alternatively, give the Supporter Engagement Team a ring or send an email to find out what we have available. **Please contact us as early as you can before your event.** We will always endeavour to provide materials you have requested well in advance.

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

**CALL** 01483 521 953

(Lines open 9am – 5pm, Monday to Friday.) EMAIL SUPPORTERS@ CIWF.ORG **WRITE** 

### **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:

ITEM	AMOUNT REQUESTED
Collecting Tin (Max 5 per event)	
Large Collecting Bucket (Max 1 per event)	
Compassion in World Farming Tabards (Max 6 per event)	
Selection of Posters (A3 and A4)	
Farm Animal Voice Magazine (Max 10 per event)	
Mixed Pack of Current Leaflets (approx 30 per pack)	
A3 Event Posters (with space for you to write on. Mixture of themes sent)	
A4 Laminated Compassion Mission/Vision statements	
<b>Sign-up sheets</b> (for people at your event who are interested in more information about Compassion or farm animal welfare issues)	
Badges (Max 40 per event)	
Additional 'Your Guide to Fundraising' pack	
Window Stickers (Max 40 per event)	
Legacy Pack (includes our Legacy Toolkit and 'Your Legacy For Farm Animals' pack with DVD)	
Table Cloth (Max 2 per event)	
Compassionate Food Guides (max 10 per event)	

You can also buy a selection of branded Compassion goodies online at:

### **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 the address below.

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

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### 5 APPLICATION FOR TIN IN SHOP



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

Name of Person responsible for tin	Name and address of establishment where tin will be displayed				
Address of Person responsible for tin					
	Number of tins required for stated establishment				
	Please tick if you require leaflets to display with the tin				
Please read and sign the following to agree with the tin from Compassion in World Farming:	e terms and conditions of requesting a fundraising				
<ol> <li>Collecting tins can only be sent to adults over the age of sixteen.</li> <li>Collecting tins are for public display in premises such as shops, pubs</li> </ol>	<b>3.</b> 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 a cheque for the contents.				
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.	4. Tins should be emptied regularly (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 upo	on being sent a Compassion in World Farming collection tin.				
Signature	Date				
(of person taking responsibility for the tin)					

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Registered Charity Number: 1095050

<b>Factory</b>	farming	is the	biggest	cause of	animal	suffering	in	the	world	today	<b>/</b> .

Globally we rear around 70 billion farm animals a year, mostly in factory farms. Cheap meat conceals the real costs to animals, people and the planet.

Sign-up to receive more information on how you can help end this suffering.	
(PLEASE PRINT IN CAPITALS)	

Date	of	event:	

FULL NAME	HOUSE NO.	STREET NAME	POST CODE	EMAIL ADDRESS (KEEP UP TO DATE BY EMAIL 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 EMAIL SUPPORTERS@CIWF.ORG THANK YOU FOR YOUR SUPPORT!

\*We promise never to give out, swap, rent or otherwise pass on your details to other organisation for their use.





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