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 1EZ

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 year 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

Compassion’s campaigns have already seen the beginning of the end for many of the worst aspects of factory farming:

- **VEAL CRATES**: Banned in UK and Europe from 2007
- **BARREN BATTERY CAGES**: Banned in Europe from 2012
- **SOW STALLS**: Banned in UK, restricted in Europe from 2013
- **EU LAW RECOGNISES ANIMALS AS SENTIENT BEINGS**: From 1997
- **EU ELIMINATES SUBSIDIES FOR LIVE TRANSPORT TO THE MIDDLE EAST**: From 2005

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:

1. **Organising Your Event Form** — for the materials you need us to supply to make your event a big success.
2. **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.
3. **A3 and A4 Posters** — advertise your event and show what Compassion does to help end factory farming.
4. **After Event Form** — after your event please use this to return proceeds and materials back to us and let us know how it went!
5. **Application for a Tin in Shop** — why not find a compassionate shop-keeper near you.
6. **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

SET YOURSELF A CHALLENGE
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.

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.

■ 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:
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

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

YOUR FUNDRAISING CHECKLIST

☐ Decide how you would like to raise money
☐ Let Compassion know what you are planning
☐ Set yourself a goal
☐ Check 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!

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YOUR GUIDE TO FUNDRAISING WITH COMPASSION

Your Guide to Fundraising with Compassion

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Your Guide to Fundraising with Compassion

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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.

CALL
01483 521 953
(Lines open 9am – 5pm, Monday to Friday.)

EMAIL
SUPPORTERS@CIWF.ORG

VISIT
CIWF.ORG

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Registered Charity Number: 1095050
HELP END FACTORY FARMING

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

ciwf.org
Registered Charity no 1095050
HELP END FACTORY FARMING

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GU7 1EZ

© ISTOCKPHOTO

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HELP END FACTORY FARMING

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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
FREE-RANGE
CHANGE

FILL THE CHICKEN WITH POUNDS AND PENNIES
FREE-RANGE CHANGE
FILL THE PIG WITH POUNDS AND PENNIES
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

Postcode

Email

Event Details

Event Name

Photos

Date of Event

I will be emailing photos of my event to you

Location 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.

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

Registered Charity Number: 1095050
4. Was there any information missing from our fundraising resources?  
If yes, what would you like us to provide in future?

5. Would you fundraise for Compassion again?  

6. Are there any types of events you would like to get involved in?

---

**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 to help.

**Proceeds Return**

Please find enclosed a cheque/postal order/CAF voucher for £___________ 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!

---

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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(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
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.

**Your Contact Details**

<table>
<thead>
<tr>
<th>Name</th>
<th>Supporter Number (if known)</th>
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<th>Address</th>
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<th>Postcode</th>
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I would like more information about:  
☐ Walk with Compassion  
☐ Bake with Compassion  
☐ Getting sponsored for farm 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:

<table>
<thead>
<tr>
<th>Event Name</th>
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<table>
<thead>
<tr>
<th>Date of Event</th>
<th>Time of Event</th>
<th>Y</th>
<th>N</th>
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<table>
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<tr>
<th>Location of Event</th>
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Do you want Compassion in World Farming to inform other supporters in your area of this event?  
☐ Y  ☐ N

If yes, do you give permission for Compassion in World Farming to put interested supporters in contact with you, using the contact details above?  
☐ Y  ☐ N

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

Registered Charity Number: 1095050
**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:

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

**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 1EZ

Registered Charity Number: 1095050
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 terms and conditions of requesting a fundraising tin from Compassion in World Farming:

1. Collecting tins can only be sent to adults 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 a cheque for the contents.
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 upon being sent a Compassion in World Farming collection tin.

Signature ____________________________ Date ____________________________

(of person taking responsibility for the tin)

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

Registered Charity Number: 1095050

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 1EZ
Factory farming is the biggest cause of animal suffering in the world today. 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:____________________

<table>
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<tr>
<th>FULL NAME</th>
<th>HOUSE NO.</th>
<th>STREET NAME</th>
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*We promise never to give out, swap, rent or otherwise pass on your details to other organisations for their use.

**PLEASE RETURN TO:**
Compassion In World Farming
River Court
Mill Lane
Godalming
Surrey, GU7 1EZ

**EMAIL**
SUPPORTERS@CIWF.ORG

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