

EVERYTHING YOU NEED TO FUNDRAISE FOR  
SYDNEY DOGS AND CATS HOME.

# FUND- RAISING TOOLKIT

SYDNEY  &  HOME

# THEY SAY GIVING IS THE BEST REWARD. THAT'S ESPECIALLY TRUE WHEN YOU'RE GIVING TO .


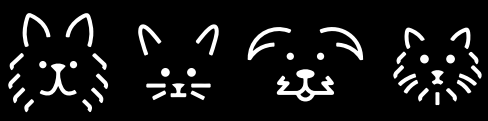
## THANK YOU!

Sydney Dogs and Cats Home is a council pound and not-for-profit community facility. The home has been taking care of Sydney's lost and abandoned animals since 1946.

Our mission is simple – to prevent the unnecessary euthanasia of healthy, loving, domestic pets, young, old or with special needs by re-homing them and giving them a second chance at life, and to provide meaningful experiences for at-risk members of the community.

This kit is packed full of fundraising ideas, tips and information to ensure your fundraising is successful and lots of fun!

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# FUNDRAISING IDEAS



**RACE** Whether you're a seasoned marathon runner or if walking your dog is the only exercise you get, signing up to a race is a fun and easy way to raise funds and awareness for Sydney Dogs and Cats Home! Check out what's on in your local area and we'll help you set up your online fundraising page, and send you fundraising and training tips to get you started!

**BAKE** Who can resist a cupcake or two, especially when satisfying your sweet tooth goes directly to helping puppies and kittens? Set a date, grab your mixing bowls and we'll sort you out with everything you need to make your fundraising a success!

**WORK** Why not include a fundraising activity in your CSR program, team-building day or to break up a normal week? Get your team (and your boss!) together by organising a fundraiser in your office. Whether it's a morning or afternoon tea, a team challenge or a gold coin casual Friday, all you have to do is get in touch with us and we'll help you get things rolling.

**SCHOOL** Attention students and teachers! There are so many ways your school can help raise money and awareness for Sydney Dogs and Cats Home. If you have something you'd like to do in your school, let us know and we can help you.

**DO YOUR OWN THING!** There is no limit to how you can support and fundraise for Sydney Dogs and Cats Home. If you have an idea that you'd like to make a reality – we'll help you make it happen!

# ... MORE IDEAS!



Put a few snags on the barbie and hold a **SAUSAGE SIZZLE**



**HOST A TRIVIA NIGHT** in your local pub, or in the comfort of your own home

Organise to have a **DOGGIE WASHDAY** 



**DO THAT THING THAT SCARES YOU** ...sky dive, climb a mountain, perform in front of a crowd...

What couldn't you live without? **GIVE UP A CREATURE COMFORT**



**GARAGE SALE** ...they say that one man's trash is another man's treasure

Instead of gifts, ask your friends and family to donate on your **Birthday**



# FUNDRAISING

## TIPS

### **TIP NO. 1** Set a fundraising goal.

Having a goal always helps, so be sure to set a target you'd like to reach, and push yourself to go above and beyond it!

Not only will having a target keep you motivated, but it also lets your donors know how far you've got to go, which may inspire them to donate just that little bit more!

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### **TIP NO. 2** Don't underestimate the power of an email.

You'll be surprised how effective sending one email with a simple ask can be.

Be sure to send one to all your contacts (even the ones you haven't seen or spoken to in a while), telling them why you're doing what you're doing, details about the event, and how they can donate to you.

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### **TIP NO. 3** Make it personal.

Don't hold back when sharing your motivations and involvement with Sydney Dogs and Cats Home. At the end of the day, the people you ask are donating to support YOU, so letting them know how much their donation means to you, will make a world of difference!

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### **TIP NO. 4** Let people know what their donation will do.

Next time you ask people to donate to your fundraiser, suggest an amount and let them know how that specific money will go towards helping Sydney Dogs and Cats Home. You can find more information about this on Page. 12.

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## FUNDRAISING TIPS CONTINUED...

### **TIP NO. 5** Share on social.

Post about your fundraiser on your social media accounts and be sure to let them know how they can donate.

Keep your supporters updated on how your fundraiser is going, and let them know how much more you need to reach your target, and encourage them to help you get there!

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### **TIP NO. 6** Follow up.

A little reminder nudge never hurt anyone, so don't hesitate to follow up a mate who promised a donation but hasn't yet.

Everyone seems to be more and more busy nowadays, so it's common for people to put things off and forget, so they'd probably appreciate your reminder!

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### **TIP NO. 7** Get others involved.

Recruit others to help with your fundraising if they're up for it, even if it's just asking them to share your social media post, or forwarding your email to their connections.

The more people who see your fundraising efforts, the more chances of getting donations!

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### **TIP NO. 8** Say Thank You.

A no brainer, but a total must-do! Be sure to also let every donor know how much their donation means to you, and let everyone know how much you raised at the end of the fundraiser.

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# FUNDRAISING GUIDELINES

Sydney Dogs and Cats Home has established guidelines to ensure that your activity complies with fundraising regulations and upholds Sydney Dogs and Cats Home principles:

1. The fundraising event/activity shall be conducted in the authorised Fundraiser's name and is the sole responsibility of the fundraiser. Sydney Dogs and Cats Home can offer some assistance, within what is considered to be reasonable grounds and depending on availability of resources. However, Sydney Dogs and Cats Home is not able to take a coordination role in these activities and its staff or volunteers cannot assist in soliciting prizes, organising media relations, sole publicity, or providing goods or services to assist the Fundraiser (you) in the running of the fundraiser/event.
2. The Sydney Dogs and Cats Home is unable to provide public liability insurance cover to Community Fundraising events/activities.
3. If the Fundraiser wishes to utilise Sydney Dogs and Cats Home name and/or logo on any materials or products, the Fundraiser must obtain prior permission from Sydney Dogs and Cats Home. All printed material, including media releases, must be forwarded to Sydney Dogs and Cats Home for approval prior to being printed or circulated.
4. If the Fundraiser wishes to refer to or promote Sydney Dogs and Cats Home Inc, they must refer to the organisation as "Sydney Dogs and Cats Home". The Fundraiser has no right to the name Sydney Dogs and Cats Home, nor is the Fundraiser given the right to raise funds in that name.
5. Please remember that your fundraising event/activity will not be a Sydney Dogs and Cats Home's fundraising event. It will be a fundraiser to raise funds for Sydney Dogs and Cats Home. A suggested format to promote your activity is "Funds raised will support Sydney Dogs and Cats Home..."
6. The financial aspects, fundraising, raffles, record keeping and management of the event/activity are entirely the responsibility of the Fundraiser.

The general obligations of the Fundraiser are to:

- Provide Sydney Dogs and Cats Home with an estimate of the income and expenditure associated with your event.
- Keep accurate financial records.

## FUNDRAISING GUIDELINES CONTINUED...

- Return funds raised and details of your actual income and expenditure to Sydney Dogs and Cats Home within **14 days** of the fundraising activity  
**NB:** Basic tips for record keeping – a simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated, donor pledge/tally sheets and receipts.
7. Sydney Dogs and Cats home cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented.  
NB: Total expenses must be less than 40% of Gross income.
  8. Sydney Dogs and Cats Home will issue official receipts for approved events. Tax-deductible receipts can only be issued to people donating money of \$2 or more. The Fundraiser must keep a register of all supporters eligible for tax-deductible receipts and send back to Sydney Dogs and Cats Home. If required, Sydney Dogs and Cats Home can issue you with a receipt register to record all people requesting a receipt. Individual receipts will be distributed by Sydney Dogs and Cats Home.
  9. Sydney Dogs and Cats Home do not issue receipt books to the Fundraiser to issue receipts; however it is important that you familiarise yourself with the official guidelines for issuing receipts, so you provide the correct information to people supporting your fundraiser. You need to understand:
    - When a receipt can be issued, and to whom.
    - **The following are not tax-deductible:**
      - > Ticket purchases (eg. Raffle), entry to an event, donations of goods or services, auction purchases. That is, anything where the person gets something in return for giving is not tax deductible.
    - Tax deductible receipts can only be issued in return for a straight donation, that is, when the donor receives nothing in return. The Fundraiser can supply the donation link from the website for supporters to receive a receipt from Sydney Dogs and Cats Home or provide the supporters name and address details for receipts to be supplied by Sydney Dogs and Cats Home after the event.

# SET UP YOUR EVENT ONLINE

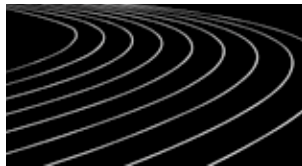
Did you know that Sydney Dogs and Cats Home have set up various online fundraising campaigns designed for our supporters like you to do all your fundraising online? Setting up a page is quick and simple to do! Check out what we have to offer below:



## THROW A SHINDIG

Set up your very own event page for your next fundraising shindig to support our work by clicking the link below.

[shindig.raisely.com](http://shindig.raisely.com)



## RACE WITH TEAM SDCH

Join our running team by signing up to a local fun run and setting up an online page to help us raise money and awareness for our cause.

[teamsdch.raisely.com](http://teamsdch.raisely.com)



## MAKE A BIRTHDAY PLEDGE

Make your birthday this year extra special by creating a birthday page and ask your peers to donate as their gift to you.

[birthdaypledge.raisely.com](http://birthdaypledge.raisely.com)



## IN MEMORY

Celebrate the life of a loved one by supporting our life-changing work in their memory.

[inmemory.raisely.com](http://inmemory.raisely.com)

# GETTING FUNDS TO US



If you are using an online fundraising site, all your donations will be automatically remitted to Sydney Dogs and Cats Home.

If you are collecting cash donations, please ensure that they are secure at all times. Collection tins must be sealed, labelled and numbered. Two people must count the cash, and it must be banked as soon as possible after the event. See information below about receipting for more information.

If you have collected funds in other ways (e.g. via cash donations or a cheque), you can transfer them into our bank account. Simply download and complete our [Reconciliation Form](#) which includes our account details.

## WHO GETS A RECEIPT?

Donations over \$2 are tax-deductible. In order to qualify as a tax-deductible donation, money must be given freely with no expectation of goods or services in return. To issue a receipt during your fundraising efforts, please contact us and we'll provide you with a form and further instructions on this process.

As tax information is subject to frequent change, we suggest that you check in with us if you have any questions or concern. Here is a general guide to help you:

- Tickets** Generally, tickets sold for fundraising events are non tax-deductible.
- Auctions** Generally, buying items at an auction does not qualify as a tax-deductible donation.
- Raffles** Buying a raffle ticket does not qualify as a tax-deductible donation. GST does not apply to raffle tickets. Depending on the total value of prizes in your raffle, you may need a permit from your state lottery and gaming authority, so please check in with us.
- Goods** If you sell chocolates, pens or any other item, these 'goods' are not tax-deductible.

# WHERE YOUR MONEY GOES

Your fundraising efforts truly mean the world to us. Funds raised will enable us to prevent the unnecessary euthanasia of healthy, loving, domestic pets young or old, or with special needs, by rehoming them and giving them a second chance of life. You'll also be helping us provide meaningful experiences for at-risk members of our community through our community programs.

## SOME DOLLAR HANDLES FOR YOUR SPONSORS

When you're asking your family and friends to donate to your fundraiser, why not suggest specific dollar figures that will help them understand what their money will do:

<b>\$10</b>	Bag of treats / toys
<b>\$20</b>	Tub of kitten formula
<b>\$50</b>	Microchip for dog or cat
<b>\$75</b>	Comfy beds for our animals
<b>\$100</b>	Vaccination, flea and worm treatment
<b>\$500</b>	On average is the cost per animal to house, care and provide the veterinary care they need

 *This is also a great number to base your fundraising target on too!*

WHERE YOUR MONEY GOES CONTINUED...

## IT WILL ALSO HELP ANIMALS LIKE...



### Milkshake.

After breaking her leg on the racetrack, Milkshake was taken to a local vet to be euthanized.

Knowing the work we do, the vet called us instead and we gladly took this girl on to fix her leg and rehome her.

Whilst in our care, it was also discovered that Milkshake also had a degenerative eye disease that would render her completely blind in a matter of months.

We spent over \$5,000 on specialist care and surgery for Milkshake, before finding her the perfect loving family.

*\*\*Milkshake is now in a loving home \*\**



### Gracie.

Gracie arrived to us covered in skin cancers that had been left untreated for years. Her ears were riddled with painful cancerous sores causing her a great deal of discomfort.

A very delicate operation was undertaken to remove both of Gracie's ears – the only treatment that would end her suffering and ensure her a bright future.

This operation and post-operative care came at a cost of over \$1,500.

*\*\*Gracie is now in a loving home \*\**





# GET IN TOUCH!

Whether you're ready to start fundraising or still have a couple of questions in mind,  
please do not hesitate to get in touch!

## Contact us

✉ fundraising@sydneydogsandcatshome.org

☎ (02) 9587 9611

🌐 [www.sydneydogsandcatshome.org](http://www.sydneydogsandcatshome.org)

THANK  
YOU  
&  
GOOD  
LUCK!