



# FUNDRAISING TOOLKIT

EVERYTHING YOU NEED TO FUNDRAISE FOR:  
**SYDNEY DOGS AND CATS HOME**

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Find out more at

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

Contact us

✉ [fundraising@sydneydogsandcatshome.org](mailto:fundraising@sydneydogsandcatshome.org)

☎ 02 9587 9611

# WE NEED YOUR HELP

## **BUILD OUR FUTURE**

Every year, we see over 3300 lost and abandoned pets come through our doors and we pride ourselves in responsibly reuniting and rehoming these animals to loving families.

However we are now facing our biggest challenge - to build our own forever home.

Following the news that our current site is slated for redevelopment, we are working towards finding a new place to care for animals in need. We are in a positive place, but we still need your help to raise \$3 million for a purpose built facility to continue our vital work.

We know the challenge is large, but the animals of Sydney need us and with the support of our community, people like you, we know we can achieve anything. After all, it is how we have got this far.

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## **ABOUT SYDNEY DOGS AND CATS HOME**

Sydney Dogs and Cats Home (SDCH) was established in 1946 and today, is Sydney's only charity pound that responsibly reunites and rehomes lost and abandoned pets.

Sydney Dogs and Cats Home is also a pivotal community facility, assisting not only with animal welfare, but also with aged care initiatives, disability care programs, school and higher education assistance and community service programs.



# YOUR SUPPORT WILL ENABLE US TO CONTINUE OUR WORK IN...

## CARING FOR 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.

## CARING FOR ANIMALS LIKE 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**.

# HOW TO GET STARTED

- You must be at least 18 years old. If you're not, you'll need an adult to help you fundraise
- Read this toolkit, it has important information you need to know about fundraising for SDCH
- Decide what type of fundraiser you'd like to do
- Read the fundraising guidelines (pages 12-14)
- Complete the Application to Raise Funds form and send it back to us. You'll then receive an authority to fundraise letter from us. Find the form here:  
[www.sydneydogsandcatshome.org/fundraisingresources](http://www.sydneydogsandcatshome.org/fundraisingresources)
- Or, create an online fundraising page to a campaign available with SDCH. Check out Page 10 for options.
- Now the fun part - fundraise! Tell everyone you know and complete your amazing fundraiser!
- Let us know how it went - we'd love to hear all about it. Email us:  
[fundraising@sydneydogsandcatshome.org](mailto:fundraising@sydneydogsandcatshome.org)



# 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 SDCH!

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 SDCH.

If you have something you'd like to do in your school, let us know and we can help you.

## OWN IT

There is no limit to how you can support and fundraise for SDCH.

If you have an idea that you'd like to make a reality - we'll help you make it happen!

# GET INSPIRED



## ANNA SETS HERSELF A PERSONAL CHALLENGE

Supporter Anna set herself a personal challenge and participated in both the 2017 City2Surf AND Sydney Half Marathon.

Anna raised over \$700.



## READY, SET, BAKE!

VetHQ Double Bay hosted a Bake-Off Competition afternoon tea fundraiser in their workplace.

The team raised \$1,700.



## BRING YOUR DOG TO WORK DAY

Clarins Australia celebrated National Bring Your Dog To Work Day by hosting a fundraising extravaganza in their office.

Together, the office raised over \$500.



## COMMUNITY GROUPS

Local Girl Guides group got together and organised a doggy themed community event jam-packed with fun activities.

The group raised over \$1,000

# FUNDRAISING TIPS

## **TIP #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. This might just get them inspired enough to donate just that little bit more.

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## **TIP #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 #3** Make it personal.

Don't hold back when sharing your motivations and involvement with SDCH. 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 #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 SDCH. You can find more information about this on Page. 12.

## FUNDRAISING TIPS CONTINUED...

## **TIP #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 #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 #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!

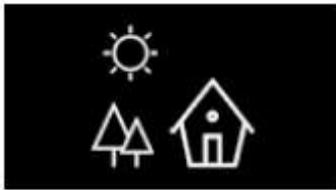
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## **TIP #8** Say Thank You.

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.

# CREATE AN ONLINE SUPPORTER PAGE

Creating your own online fundraising page is quick and easy to do. This way, your supporters can donate online directly to your personalised page. Here are four campaigns available that you can create an account with:



## 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.

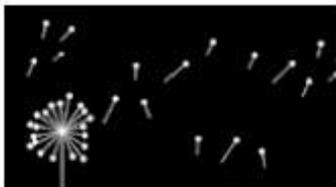
[teamsdch.raisely.com](http://teamsdch.raisely.com)



## PLEDGE YOUR BIRTHDAY

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)

# 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.

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2. The Sydney Dogs and Cats Home is unable to provide public liability insurance cover to Community Fundraising events/activities.

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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.

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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.

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**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...’

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**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.
- 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.

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**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.

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**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.



# 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.

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## 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.

**Auction:** Generally, buying items at an auction does not qualify as a tax-deductible donation.

**Raffle:** 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.

# THANK YOU.

Contact us

✉ [fundraising@sydneydogsandcatshome.org](mailto:fundraising@sydneydogsandcatshome.org)

☎ 02 9587 9611

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

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