

YOUR COMPLETE FUNDRAISING GUIDE

Hints & tips to make
your fundraising a
success!





Thank you for choosing to fundraise for The Hugs Foundation

We've put together a fundraising pack which has everything you need to help you achieve success in your fundraising.

For more information and resources you can visit
www.hugsfoundation.org.uk/get-involved
or get in touch with our team by emailing
caroline@hugsfoundation.org.uk or call **07948 404988**

With your help we can continue to save lives and give positive futures to both animals and humans.

"The smallest act of charity can ignite a fire of hope."

Leo Evan





About Hugs

The Hugs Foundation rescue, rehabilitate and rehome horses, ponies and donkeys that have been mistreated, abandoned or are unwanted.

We also provide well-being support to children, young people and their families to improve their health and well-being alongside our rescue animals. Situated in a unique and nurturing environment, we support a range of needs, aiming to support recovery, improve resilience and coping strategies for lifelong impact through therapeutic learning and animal assisted services.

Founded in 2017, The Hugs Foundation has achieved great success in its short history, but there is still a lot more we want to achieve.

Hugs relies on the generosity and compassion of its supporters to continue our life changing work, funded solely by our community. With your help we can reach our goal to continue to grow and touch the lives of many. Bringing positive change to the community and grow to a full centre of rehabilitation for all.





How Your Donations Help



£10 could give a horse or pony a cosy bed for a week



£25 could help fund the costs of a therapeutic intervention with our animals to a child in need



£50 could help towards specialist foot care for a horse with specific needs



£100 could help towards funding a health check and vaccinations for a new arrival



Fundraising Ideas

There are so many amazing ways you can fundraise and we are sure you have your own but if not here are a few to get you started.

Schools & Nurseries

- Hold a non-uniform day and ask the pupils to donate £1.
- Hold a bake off and bake sale, invite pupils to bake themed cakes to be judged and sold at the end of the day.
- Hold a sponsored run or danceathon.

Businesses

- Run a workplace sweep-sake for an upcoming sporting event.
- Have a dress down day and invite your colleagues to donate £1 for taking part.
- Some companies offer match funding where they match the funds you raise, ask if yours does.

At home

- Host a coffee morning and invite your friends and family.
- Hold a quiz in your local pub.
- Take on a challenge - run, hike, swim, cycle or skydive.





Your support means the world
to us and will change lives.





Making Your Event A Success

Lets break this down into bite sized chunks.

- Choose the type of event you want to organise.
- Stick to a realistic budget - Outline expenses, including venue, catering, prizes, marketing, printing, entertainment and any other additional costs. Ask yourself will you be able to make your money back and make a profit?
- Choose the best date and time to give you the biggest chance of success. Have you given yourself enough time?
- Promote your event – The more you promote, the more people will attend. Use social media, word of mouth, posters and invites. Don't forget to check out our resources!
- Charity fundraising is regulated by law so please be aware of the rules! When you are fundraising for The Hugs Foundation please state that you are fundraising ‘in aid of’ The Hugs Foundation. Our charity number is 1175633.





- Prepare for the event – Is everything in place? Decorations, music, equipment, materials for activities and stalls.
- The Event Day is here!! Congratulations, all your hard work has paid off. Now get ready to welcome your guests, check with any volunteers that they understand what they will be doing. And most importantly enjoy yourself!
- After your event don't forget to thank everyone involved and let them know how much was raised.





Paying In Your Donations

- Online Visit www.hugsfoundation.org.uk/donate. It's quick, easy and secure.
- Cash: Cash can be donated at office or we can send out a representative. Please ensure you include your name and enough detail so we can thank you properly.
- Cheque: Please make cheques payable to 'The Hugs Foundation' and they can be posted to us at the address on the back of this guide.
- Bank Transfer: Account Name: The Hugs Foundation
Sort Code: 40-45-10 Account Number: 41534998
Name of Bank: HSBC Reference: Event Name & Surname

Gift Aid

It might just be a little tick in a box, but Gift Aid can make a huge difference when it comes to how much money we can raise to fund our services and at no extra cost to you. Any UK taxpayer can include Gift Aid when they donate, allowing The Hugs Foundation to claim an extra 25p for every £1 donated. Be sure to follow the instructions on your sponsor form and you won't go wrong.

giftaid it



Thank You for
choosing to support
us in changing lives!

Tel: 07948 404988

Email: caroline@hugsfoundation.org.uk

Website: www.hugsfoundation.org.uk

Company Registered Address: Higher Whitley Farm, Helland
Road, Bodmin, Cornwall, PL31 2NT



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No: 1175633