



I AM FOR ANIMALS



COMMUNITY
Fundraising Guide





We rely heavily on donations and fundraising from supporters, just like you

THANK YOU for choosing to help animals in need!

RSPCA Qld requires over \$46 million annually to support our animal care centres, programs and services. As a community based charity, we rely on donations and fundraising from supporters just like you to fund 96% of our life-saving work.

Therefore, community fundraising events and initiatives are very important to us. Not only are we able to raise the funds we so vitally need in order to keep going, but we also keep in touch with fellow Queenslanders and animal lovers, giving us the opportunity to raise awareness for all creatures great and small.

In order to assist with your fundraising efforts we have compiled the following fundraising guidelines. These guidelines will not only provide you with some great fundraising ideas but will also outline your legal responsibility as a fundraiser raising money on behalf of a charity.

If at any stage you would like more information or wish to speak with someone over the phone, please contact us at **fundraising@iamforanimals.org.au** or **07 3258 5608**.

WHAT is your impact?

It is **only** thanks to community fundraising and donations that we can continue helping animals in need. Every single dollar makes a difference, and here's how...

- **\$20 may provide** a kitten in need with a warm bed and litter for a night
- **\$57 may cover** the cost of antibiotics for a sick shelter animal for a week
- **\$172 will help** desex an abandoned puppy, so they can go on to find their forever home
- **\$376 may help** provide specialist care and surgery for a wildlife patient
- **\$600 will provide** food for three rescued horses for a week
- **\$1,000 will help** subsidise the cost of prosecuting an animal cruelty offender in court



Every single dollar
makes a difference

PLANNING your fundraiser

There are countless ways to raise money for RSPCA Qld! We make it simple, so that you can get your fundraiser off and running. Here are some fundraising ideas:



Celebrating

Raise funds for your birthday, anniversary, wedding, or pet's adoptiversary!



A Challenge

Do something big and daring, or give up coffee for a month!



Remembering

Honour the memory of a beloved person or pet by helping animals in need



Hosting

Host a bake sale, BBQ, trivia night, raffle, casual dress day...the list is endless!



Doing it your own way

If you've got a bright idea, we want to hear it!



Being active

Get moving and raise funds with your sports team or take part in a fun run

WHAT'S next?

Now that you know how you're going to fundraise, it's time to familiarise yourself with our fundraising guidelines. It is important that you read through the rules relating to: upholding RSPCA standards; serving food at your fundraiser; animal-related demonstrations and activities; soliciting donations; permits; and using the RSPCA name and supporter logo.

Refer to our Resources and Guidelines page to read this important information.

The next step is to register your fundraiser and set up your very own online fundraising page. This is a fantastic tool, which you can share with your networks to get donations - and it makes returning the funds you have raised for RSPCA Qld super easy! You can personalise your page by including a short blurb about why you have chosen to raise money for RSPCA Qld, sharing photos and blog updates, and setting your fundraising goal.

Simply choose your fundraising method and follow the prompts. Once you're done, one of our RSPCA Qld Community Fundraising Coordinators will be in touch to approve your proposed fundraising activity and issue you with an 'Authority to Fundraise' letter. This is something you must hold in order to be able to legally fundraise on behalf of a charity.

We also have a range of helpful resources including editable posters, invites and digital assets to help you promote your fundraiser.

The Resources and Guidelines page of our site is your one-stop shop for all of these downloadables!

**You're amazing!
You have helped to
raise vital funds and
awareness for
RSPCA Qld**



AFTER your fundraiser has wrapped up

There are a few important steps to take.

- **Finalise the funds you raised**

All donations received to your online fundraising page will come direct to RSPCA Qld and you don't need to do anything else.

If you received cash offline, you can either add it to your page on the donor's behalf, or deposit it into RSPCA Qld's account. Email our Community Fundraising Team at fundraising@iamforanimals.org.au to get our bank details and your unique reference number. All funds should be returned to RSPCA within 14 days of your fundraiser. The sooner you bank the money you've raised, the sooner your fundraising efforts will make an impact in the lives of animals in need!

- **Thank everyone who supported you with a donation**

Be sure to share how much you raised for RSPCA Qld with your supporters and thank them for their contribution!

- **Give yourself a big pat on the back**

You're amazing! You have helped to raise vital funds and awareness for RSPCA Qld so that we can continue rescuing, rehabilitating and rehoming animals every day. Thank you so much for your passion, time and efforts!





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GET in touch

If you have any questions or would like to discuss your fundraising proposal, please reach out to our **Community Fundraising Team** at fundraising@iamforanimals.org.au. We are here to support you every step of the way!

RSPCA Qld would like to wish you every success in the planning and delivery of your fundraising activity, and we thank you again for choosing to support all creatures great and small.