



NATIONAL ANIMAL WELFARE TRUST

FUNDRAISING PACK



Registered with
FUNDRAISING
REGULATOR

www.nawt.org.uk



BAMBI UPDATE!

Thanks to your generous support, Bambi has had two successful operations



INTRODUCTION

We want to say a massive thank you for choosing to support the National Animal Welfare Trust (NAWT) to improve the lives of the homeless animals in our care.

Each day, we care for more than 450 animals across our six rehoming centres and your support is providing them everything they need whilst they wait for a new home.

Whatever your fundraising challenge, from running a marathon to holding a cake sale at work, every penny makes a fantastic difference to homeless and abandoned animals in need.



MORE ABOUT US

Contact Us

By post:

Fundraising Department, National Animal Welfare Trust, Tyler's Way, Watford, Hertfordshire, WD25 8WT.

By phone:

020 8950 0177 (opt 1)

By email:

fundraising@nawt.org.uk

Rescue centres are often a last resort for pets in need and seen as unhappy environments for poor unwanted animals.

We're working to change that by transforming our centres into educational facilities, which offer every animal the enrichment and training they need for a happier future.

Whilst still catering for every animal's basic care requirements, we're also improving their journey through rescue to a loving home.



Find out more at www.nawt.org.uk



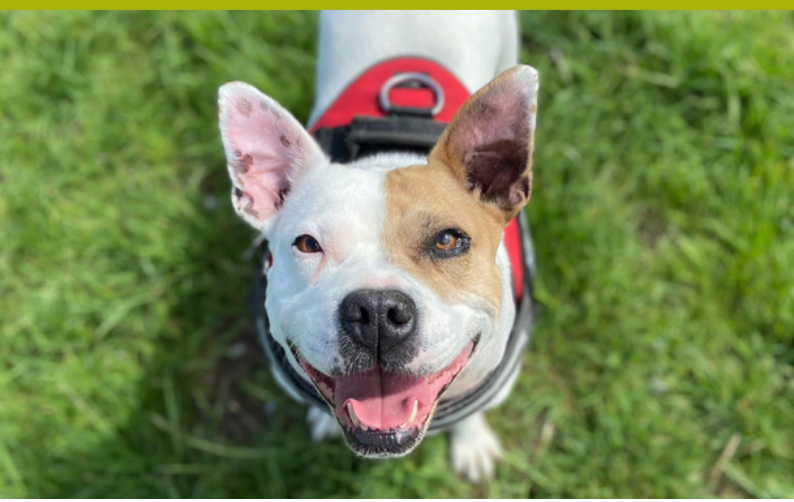
WHAT YOUR SUPPORT MEANS

Your incredible support makes a fantastic difference to every homeless and abandoned pet in need.

£10 feeds a hungry animal for a month.

£25 pays for a full vet check for a homeless animal.

£50 could pay for the equipment, heating and care a homeless animal needs to help them settle into life in their new surroundings and to feel safe and secure.





RAISING SPONSORSHIP MONEY

Using an online fundraising platform like JustGiving is a fast way to kick start your fundraising. People can donate to your fundraiser, and the money will come straight to us, you don't need to worry about following up with people to collect sponsorship money.

Friends and family can easily share your JustGiving page and fundraising story across social media, such as Facebook, Twitter and Instagram, to help raise awareness of your challenge, and possibly bring in further donations.

Tips for JustGiving

1. JustGiving pages with a target raise 46% more
2. Fundraisers who share pictures on their JustGiving pages raise 14% more, always a good reason to take that selfie!
3. Keep your JustGiving page up to date, and let your supporters know how you are getting on with your fundraising challenge.
4. Tell your story, and let everyone know the impact of their donation.
5. Share your page online, and ask friends and family to do the same!

At the end of the pack, you'll find a **paper sponsorship form** you can print off at home. This is ideal to take into work or a local group you're part of to raise further donations. If you would like us to send you some copies of the sponsorship form in the post, please email Rachel on fundraising@nawt.org.uk

MATT'S STORY

NAWT supporter Matt Dorber has raised over £5,000 in sponsorship for NAWT by completing both the 2016 Barcelona Marathon and the 2018 London Marathon.

Matt adopted his cat Alice from our Somerset centre in 2012.

When asked why he supports NAWT, Matt said: "I chose to fundraise for the NAWT because it's different. It stands out to me because there's a real community feel, everyone works together and everyone is always so friendly.

"The staff are all so committed to looking after the animals and you never get the sense that any of them see it as a chore."

Matt's top fundraising tips

1. Set an ambitious target
2. Ask colleagues to support you
3. Use social media
4. Talk to the local radio station and newspapers
5. Talk about why you have chosen the NAWT
6. Share cute pictures of animals on Instagram!
7. Share your link everywhere





FUNDRAISING FAQ

What kind of support can NAWT offer me whilst I'm fundraising?

We are here to help offer any fundraising advice, from hosting events to running raffles. Either contact us at head office (fundraising@nawt.org.uk), or contact your local rehoming centre. We can provide our fundraisers with help sharing their appeals and local press coverage.

Where will the money go?

Money you raise will go directly towards the day-to-day care of all the animals in our centres. You're welcome to visit any of our rehoming centres and see how your fundraising efforts make such a difference.

What can I do to fundraise money?

Think of something you would enjoy doing, maybe a personal challenge. It can be sport related like taking on a local 10km race, or hobby related like holding a bake sale at work.

You could host a jumble sale, hold a sponsored silence at school, or run a pub quiz. Make sure you keep everything safe and legal, some events you need licences for, and raffles have a lot of rules and regulations, please contact us for any help you might need.



FUNDRAISING FAQ

How do I pay in the money I've fundraised?

Either by cheque in the post, over the phone or you can pop into your local centre. All donations received through JustGiving will be sent directly to us.

How else can I get involved with NAWT?

Our centres are regularly looking for volunteers to get involved with a variety of tasks at the centre. We keep our website up to date with current volunteer roles.

You can help continue your support by sharing our Facebook, Instagram and Twitter posts, and raising further awareness of the work we do.

What do I do once I've finished my fundraising challenge?

Get in touch and tell us how it went! We would love to see pictures, and if you are happy to, we would love to share your fundraising story to help inspire other people to take up a challenge.

LOCAL CONTACTS

NAWT Berkshire

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NAWT Essex

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NAWT Hertfordshire

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National Animal Welfare Trust

We never stop caring

