

FERNE
ANIMAL SANCTUARY



FUNDRAISING PACK



Welcome
and Thank You

THANK YOU for supporting Ferne Animal Sanctuary.

We have been caring for unwanted and abandoned farm and domestic animals for over 75 years. Without the vital support from our fundraisers we wouldn't be able to continue the work that we do. Every penny you raise will help an animal in need, from enabling us to rehome them into a loving home, or giving them a place to live out the rest of their lives.

Some of the animals come to the Sanctuary because they have been neglected or are no longer wanted; others arrive when their owners are no longer able to keep them. All these animals are given the care and attention they need to enjoy a happy life while they are at Ferne. Where possible, we rehome cats, dogs and horses within a 40 mile radius, providing them with a lifelong safety net should they ever need us again.



Ferne was founded by the late Nina, Duchess of Hamilton & Brandon at the beginning of the 2nd World War, at her residence Ferne Estate in Dorset.

You will find everything you need to know in this pack to help get your fundraising started, including some inspirational stories from some of the animals we have helped, not that you'll need any more motivation!

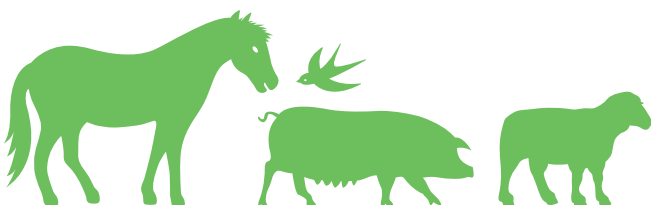
Thank you again and good luck!

Remember to tell us what you are doing and keep us updated with your fundraising plans and stories. Don't forget to send in your photos!

Let our fundraising team know on:

@ FRM@ferneanimalsanctuary.org
☎ 01460 67587

Did you know we receive no Government funding; we rely purely on fundraising through donations and grants.



How your money makes a difference



ELLIE

Ellie, a gorgeous three-year-old Beagle, arrived at Ferne in one of the worst conditions we have ever seen. She had been rescued from a Puppy Farm and was terrified of human touch and voices, confused and distraught by the space that she could move around in and even daylight. Human interaction caused her to shut down, literally too paralysed with fear to move, often soiling herself where she lay.

Ellie came to us just in time and with specialist around the clock care, she slowly started to recover. However, there are many more defenceless animals like Ellie who, without our help, may not have such a happy ending.

CONRAN (NOW MAX)

Conran was part of a group of 400 fly grazed ponies who were seized by the authorities. We were only able to help two of these guys, him and his buddy, Jasper.

Poor Conran was so traumatised he would try and jump out of the back of the stable if you attempted to get near him. We put in a huge amount of quiet work with him until he gradually learned to accept us; this took us about a year.

Conran has since found an amazing new home where he has now been trained as a riding horse! All the family ride him, Mum, Gran and 9 year old Daughter.

Had we not been able to take these horses in and give them a chance it is very likely they would have ended up being put to sleep due to the sheer volume of this group.



£10 will buy specialist cat supplements, vital for a nursing mother and kitten

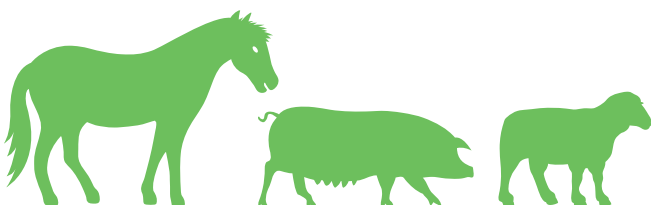
£20 will cover a visit by the farrier for a single horse. Our horses require 6 weekly visits and this can be for up to 12 horses a time

£100 will pay for us to spay a cat and vaccinate her kittens

£200 will cover the average cost of preparing a male dog for re-homing

£400 will pay for a week's food for our resident animals

£1,800 will cover the weekly cost of our vet bill



There are plenty of things you can do to help raise money, even from the comfort of your own home. We've made sure there's something for everyone!

Here's our A-Z of fundraising ideas to get you started:

- A:** Anything sponsored, Animal face painting, Afternoon tea, Apple bobbing, Art exhibition, Auction of promises, Aerobic-a-thon, Abseiling
- B:** Book swap, Big breakfast, Bingo, Bring & Buy sale, Bring-a-pound-to-school day, Balloon race, Bike-a-thon, BBQ
- C:** Custard pie throwing, Colouring competition, Coffee morning, Car washing, Cake stall, Car boot sale, Carol concert, Conker championship, Clothes swap, Cheese and wine party
- D:** Dinner party, Disco, Dog walking, Dress down days, Dress up days, Dog themed sports day, Dance-a-thon, Dinner dance
- E:** Environmental day, Egg and spoon race, Egg rolling competition, Easter egg hunt, Eat-a-thons
- F:** Fun run, Flower show, Foam party, Fancy dress party, Fashion show, Face painting, Football match
- G:** Gala ball, Garage sale, Garden party, Guess the weight competition, Great British bake off day, Gin & tonic party, Golf tournament
- H:** Hockey match, Halloween party, Hike
- I:** It's a knockout competition, Indoor games evening
- J:** Jelly eating competition, Jumble sale, Jigsaw challenge, Juggling contest
- K:** Kite competition, Knobbly knees contest, Karaoke, Knit-a-thon
- L:** Lucky dip, Look-a-like competition
- M:** Musical chairs, Mince pie and mulled wine night, Magic show

- N:** Non-uniform day, Name the teddy, Name that tune, Nearly new sale
- O:** Odd job day, Open gardens, One day silence, Obstacle course
- P:** Pet blessing, Pantomime, Pet competition, Photograph exhibition, Plant sale, Pancake flipping party, Poetry competition
- Q:** Quiz
- R:** Relay race, Raffle
- S:** Supper party, Silly clothes day, Sponsored Salsa, Sports Day, Skydiving, Santa's Grotto, Silent Auction, Stars in their eyes, Swear box
- T:** Three-legged race, Tombola, Talent contest, Teddy bears picnic, Toy appeal, Tea Party
- U:** Unwanted gift sale
- V:** Variety show
- W:** Wimbledon party, Welly wanging, Wear pyjamas day, Wash cars, Wheelbarrow race, Windsurfing competition, Wear funny socks day
- X:** Xmas evening, Xmas Hampers
- Y:** Yacht racing
- Z:** Zany clothes day

Why not ask for one of our collection pots for your reception at work? Or ask if you can put one in your local pub, school, business or newsagent?

Remember if you are holding a coffee morning or something similar and need a venue, we have a great new conference room available at the Sanctuary.

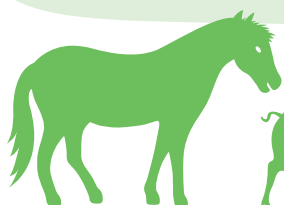
CH>RITY CH>ALLENGE

Charity Challenge - This is a company that organises extreme charity challenges, with you raising funds via sponsorship prior to your trip. Make sure you pick an open challenge, in order to fundraise for the charity of your choice and pick Ferne!

www.charitychallenge.com

FUNDRAISER SPOTLIGHT - RACHEL HUME

In 2016 Rachel took part in an adventure that involved her cycling from London to Amsterdam. The first part of the challenge was the cycle from Paddington to Harwich. Following that Rachel jumped on the ferry to the Hook of Holland and then cycled the second part to Amsterdam. In the process Rachel raised an impressive £860 for Ferne. Rachel said that she really enjoyed all the sights she passed during her ride, particularly travelling through the centre of London, passing the Shard and St Pauls Cathedral on the way, then finishing the ride at the Van Gogh Museum in Amsterdam.



Planning a Fundraising Event?

Below are some top tips!

1) Decide what you are going to do;

What are you interested in? What skills do you have? How much time do you have? Every little counts, so from a small cake sale to a music gig, we will be hugely grateful for all your efforts, small or large.

2) Decide on a location and date;

There are many great possible locations for a fundraising event; your home, a community hall, hotel or school. Remember if you are holding it outside it will be weather dependant, so have an alternative plan should the weather take a turn!

When choosing a date also think about which day would give you the highest turnout and remember to check the date does not clash with any other local or national events. Remember if you are hiring a venue, tell them you are doing it for charity, they may give it to you for free!

3) Have a fundraising target;

Decide on an ambitious but reachable target and let everyone know it!

4) Spread the word;

Publicise your event, to ensure a high turnout. The cheapest way to advertise your event is on social media, use Facebook

and Twitter, as well as emailing your friends and family to help get your message out.

It may also be worth spending a little time putting posters up in your local area, or contacting the local newspaper – see section on supporting for more ways in which our fundraising team can help.

5) Rally local support;

If you are planning a community event, don't be afraid to ask your local community for help, ask local shops and restaurants to donate prizes for a raffle or tombola or maybe your neighbour is a wiz at baking cakes, you will be surprised at how many people may be willing to help when it is for charity.

6) The day of your event;

Don't forget we are here to help! Our fundraising team are on hand for support and can help with your event in many different ways – please see the section on support.

7) Sending in the donations;

When your fundraising event has finished, gather all of the donations raised and send them into us. See section on sending your money in.

Don't forget to return any collection pots as well!

Sponsorship

Have you decided on a different kind of fundraising challenge? Maybe a bike ride, a hike up a hill (or two!) or something more extreme, then sponsorship is a great way to raise funds. You can set up a personal JustGiving page online, it doesn't take long and it is a fantastic way to share your fundraising story across social media and get instant donations. Plus we will receive all the donations directly from your page.

JustGiving™

justgiving.com/ferneanimalsanctuary

Alongside your online sponsorship page or as an alternative to it, you can raise sponsorship funds offline as well. Please ask our fundraising team to send you a sponsorship form.

@ FRM@ferneanimalsanctuary.org

☎ 01460 67587

Please see the section on sending in your money for sponsorship funds raised offline.

giftaid it

Make your gift worth 25% more! If your donator's are UK tax payers they can increase their donation by **25p for every £1** they donate, at no extra cost to them through gift aid.

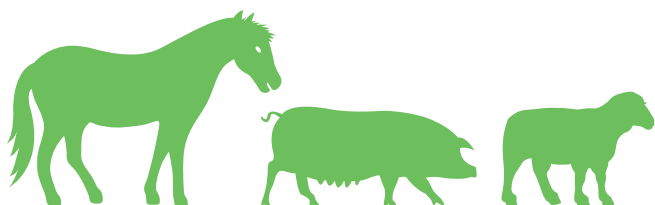
MATCHED GIVING

Don't forget to ask your employer about matched giving because many businesses will match the amount you raise, doubling your donations.



JEREMY & HUMBUG

Jeremy and Humbug were part of a group of 240 sheep saved from going for meat. They are ten years old and have been with us for 6 years!




Support

Our fundraising team are on hand to offer support for all our wonderful fundraisers, whether you are doing a community event, an individual challenge or anything else - here is how we can help:

- ✿ Once you have a date and location set for your event or challenge, get in contact with our fundraising team - we can help spread the word across our social media pages and on our website.
- ✿ We can also help write a press release and put you in contact with local news agencies.
- ✿ Send us your poster for printing - we could also add our logo to it!
- ✿ We can email or post out sponsorship forms - and if you need any more copies, just ask!

- ✿ Our fundraising team can write a letter of authority if required, we will just need the full details of your event or challenge. This can be a handy tool to use if you're needing to book a venue, get your employer on board or looking for a high value donor.
- ✿ We can provide t-shirts, collection pots, stickers for buckets, leaflets, and Ferne merchandise for prizes or goodie bags - please don't hesitate to ask if you need anything else and we can see what we can do!

Remember to send us your photos of the event to post on our social media pages and website.

 /FerneAnimalSanctuary
 @FerneAnimalSanc



Legal and Safety Tips

Public Collections;

Please check if you need permission - for example:

Your Local Authority must grant permission for on street collections and a manager or owner for collections on private property.

Please note - we do NOT endorse house to house, business to business collections - this also requires a permit.

Anyone collecting/asking for money must be over 18 years old. Under 18's must have the written permission from and be supervised by a parent or guardian.



WOTSIT

Wotsit came to us on the way to be euthanised because he had proved to be unsuitable as a child's pony. Wotsit has congenital cataracts which mean his vision is not 100%. He also has Irritable Bowel Syndrome so we have to be very careful with his diet. He spends his time very happily at Ferne and is often seen with his friend Solo.

Insurance;

Please check if you need to be covered by any insurance.

For example if organising an event you will require public liability insurance - it is always worth checking with a venue, as they will usually already be covered.

Raffles and Lotteries;

There is strict legislation surrounding raffles, lotteries and prize draws, e.g. if a raffle lasts longer than 24 hours you will need a lottery licence and printed tickets.

Please visit gamblingcommission.gov.uk for more information.

Food Hygiene;

Make sure if you are dealing with food, you do so to the highest hygiene standards - for a comprehensive guide and tips visit the Food Standards Agency - food.gov.uk

If you are using a caterer - make sure to obtain a copy of their food hygiene certificate or if serving alcohol that the venue has a licence.

Health and Safety;

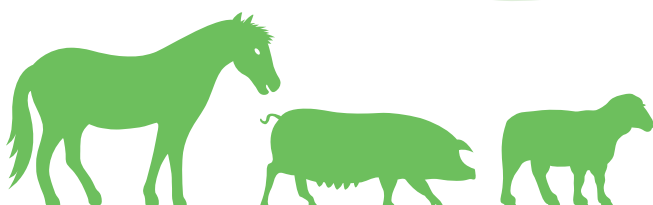
Don't forget about risk assessments and first aid on the day. Visit the Health and Safety Executive website for more information - hse.gov.uk/event-safety

General;

It is your responsibility to ensure all funds go to Ferne Animal Sanctuary - any funds that do not, it is your duty to let all donors know why and where the funds went.

It is important to state you are raising funds 'in aid of **Ferne Animal Sanctuary**' and make sure you include our **Registered Charity no. 1164350** on any written material.

Ferne Animal Sanctuary reserves the right to ask you to stop fundraising should you or your event do something that threatens to damage the name or reputation of the charity.



Sending Your Money In

After all your incredibly hard work fundraising for us, it is time to send in your donations.

By Cheque

Please make cheques payable to Ferne Animal Sanctuary and post to:

Ferne Animal Sanctuary
Wambrook
Chard
Somerset
TA20 3DH

Direct into our bank

Lloyds Bank
Sort code: 30 92 40
Account: 00480664

Please put your name as a reference and let the fundraising team know you have used this method, otherwise we may not know where the money has so generously come from.

Via phone with a debit or credit card

Please call **01460 65214** Monday – Sunday 9am – 5pm.
Remember to leave all your details, your name, the event and a contact address and phone number.

giftaid it

Make your gift worth 25% more! If you are a UK tax payer you can increase your donation by **25p for every £1** you donate, at no extra cost to you through gift aid.

Contact Us

Fundraising Team Direct:

☎ 01460 67587 (Monday – Friday 9am – 5pm)
✉ FRM@ferneanimalsanctuary.org

Main reception:

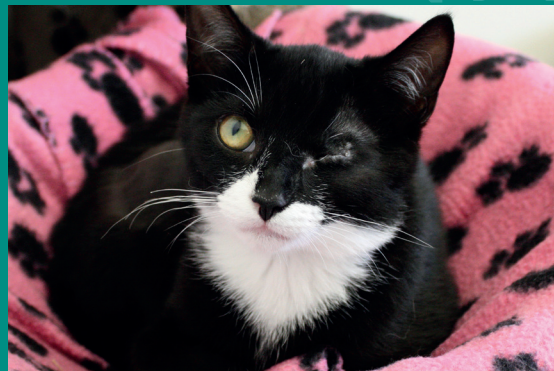
☎ 01460 65214 (Monday – Sunday 9am – 5pm)
✉ Info@ferneanimalsanctuary.org

✉ Ferne Animal Sanctuary
Wambrook
Chard
Somerset TA20 3DH

🌐 ferneanimalsanctuary.org

📘 /FerneAnimalSanctuary

🐦 @FerneAnimalSanc



LAYLA

One of five kittens brought to the Sanctuary in a distressed state; Layla was malnourished, riddled with fleas and infested with worms. Several of her siblings had ear and eye infections and Layla's right eye had to be removed. All five kittens – including Layla – are now enjoying life with new loving families.

Our three key objectives are
Prevention, Rehoming and Sanctuary.



CHILLI

Chilli was abandoned at the top of the drive; he was just 5 days old. After a lot of care and love, he eventually reached a massive 6 feet 6 inches tall! He even made it into the Guinness Book of records!



Ferne Animal Sanctuary is a regulated member of the Fundraising Standards Board, and is accountable for our fundraising. We promise to always be honest, open and accountable in our fundraising, helping you to give with confidence. For more information, visit www.frsb.org.uk

ferneanimalsanctuary.org

Wambrook, Chard, Somerset TA20 3DH

tel: 01460 65214 Charity No.1164350



FERNE
ANIMAL SANCTUARY