

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 83 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!

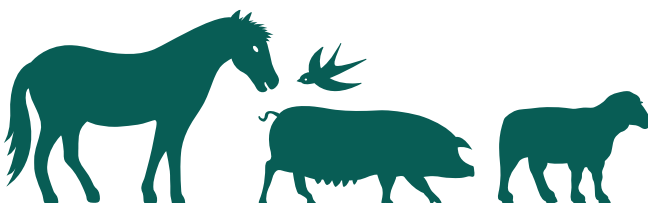
Remember to tell us what you are doing and keep us updated with your fundraising plans and stories. Don't forget to send in your photos and tag us on Facebook, Instagram, Twitter and Tik Tok!!

Let our fundraising team know about your fundraiser on:

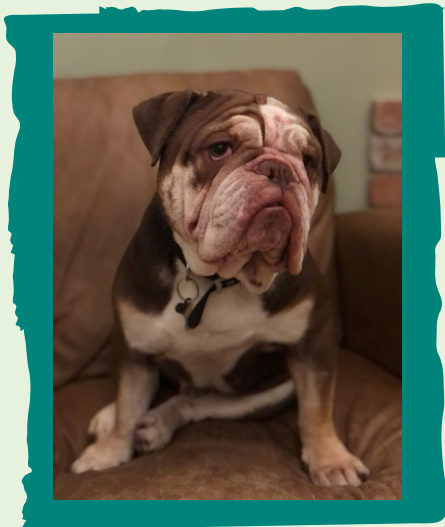
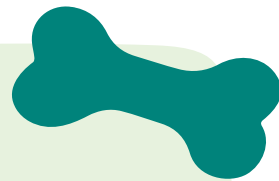


FRM@ferneanimalsanctuary.org
01460 65214

DID YOU KNOW WE
RECEIVE NO GOVERNMENT
FUNDING; WE RELY PURELY
ON FUNDRAISING THROUGH
DONATIONS AND GRANTS.



HOW YOUR MONEY MAKES A DIFFERENCE



Boris

Boris was surrendered for re-homing as his owner could no longer afford to keep him and having been seen by our vet was diagnosed with bilateral cruciate ruptures to his back legs.

Boris was just two years old, and his life until now had been one of pain.

With the help of our supporters we managed to raise £10,000 towards the cost of his operations on both legs and in true Bulldog spirit he bounced back well, found a brilliant new home and we now have enough funds to support his lifelong care including ongoing physiotherapy.



Gordon

Gordon was found abandoned in a field in the middle of winter. He was cold, lonely, starved and suffering from malnutrition which led to serious gastric ulcers.

When Gordon arrived at Ferne his diet had to be carefully monitored to bring him back to full strength and he underwent extensive physiotherapy to improve his mobility.

Due to his anxiety issues, Gordon now enjoys peace and quiet with his friends with free access to forage and shelter and will live his life in the safety of the Sanctuary. His life was saved, all down to the help of our supporters.



£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

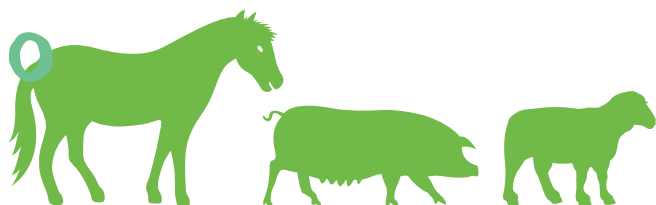
will cover the average cost of preparing a male dog for re-homing

£40

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

£1,800

will cover the weekly cost of our vet bill



atoz IDEAS

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.

REMEMBER IF YOU HAVE A COFFEE MORNING AND NEED A VENUE WE HAVE A FANTASTIC CONFERENCE ROOM AVAILABLE AT THE SANCTUARY



SKYDIVE BUZZ – COMBINE THE MOST EXCITING AND EXHILARATING MOMENT OF YOUR LIFE WITH RAISING FUNDS FOR A WORTHY CAUSE. SKYDIVE BUZZ IN DUNSTABLE OFFER SKYDIVING AND WING WALKING EXPERIENCES FOR THRILL SEEKERS WHO WISH TO RAISE FUNDS FOR FERNE

WWW.SKYDIVEUKLTD.COM

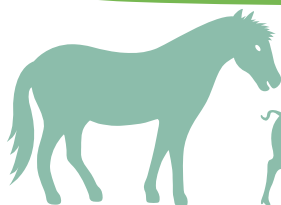


FUNDRAISER SPOTLIGHT – POPPY, MADDIE AND PALOMA

POPPY, MADDIE AND PALOMA, WHO ARE ALL NINE YEARS OLD RAN A WHOPPING 10KM AND RAISED A FANTASTIC £970. WHAT AN AMAZING ACHIEVEMENT! THEY PUT LOTS OF TRAINING IN AND IT REALLY PAID OFF!

WE THEN RECEIVED A VERY GENEROUS DONATION FROM SOMEONE WHO HAD READ ABOUT THIS FUNDRAISER AND WAS SO INSPIRED BY THE ARTICLE DETAILING THEIR FUNDRAISER AND THE WORK WE DO THAT THEY WANTED TO MATCH THE AMOUNT RAISED AND DONATED £1000!

THANK YOU SO MUCH TO POPPY, MADDIE AND PALOMA FOR NOT ONLY CHOOSING TO SUPPORT FERNE BUT ALSO THROUGH YOUR KINDNESS AND DETERMINATION, INSPIRING OTHERS TO DO THE SAME AND FOR RAISING AWARENESS OF THE WORK WE DO TO CARE FOR ANIMALS IN NEED.



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.

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 65214

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.

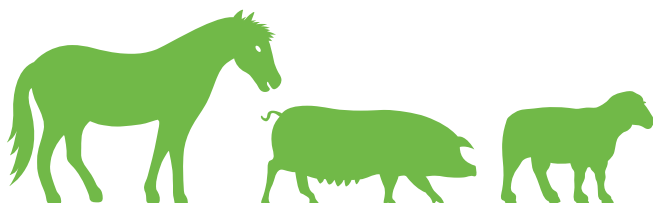
MATCHED GIVING

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



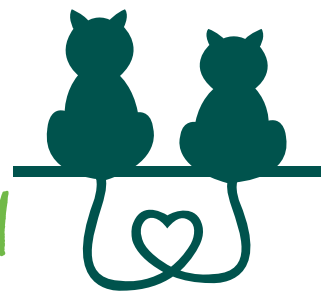
Ruffles & Moon

Ruffles is very friendly and especially enjoys having her tummy rubbed! Moon came here in December 2018, found abandoned. Both are Kune Kune pigs.



Celebration fundraisers

SUPPORT FERNE ON YOUR WEDDING DAY



WHY NOT MARK YOUR SPECIAL OCCASION BY MAKING A DIFFERENCE TO THE FERNE ANIMALS BY LETTING YOUR GUESTS KNOW THAT YOU'RE SUPPORTING FERNE ANIMAL SANCTUARY.

BEGIN YOUR FUNDRAISING BY TELLING YOUR GUESTS WHY YOU'RE CHOOSING TO SUPPORT FERNE OR YOUR WEDDING OR CIVIL PARTNERSHIP BY INCLUDING A MESSAGE IN YOUR INVITATIONS.

THE MESSAGE COULD ALSO INCLUDE A LINK TO YOUR JUSTGIVING PAGE OR ONLINE GIFT LIST. ONLINE GIFT LISTS OFTEN INCLUDE A CHARITY DONATE OPTION.

IF YOU SET UP A JUSTGIVING PAGE, YOU COULD ALSO INCLUDE INFORMATION THERE ABOUT WHY YOU'RE FUNDRAISING FOR FERNE.

SETTING UP A TRIBUTE

ORGANISING A COLLECTION AT YOUR WEDDING OR CIVIL PARTNERSHIP IN MEMORY OF A LOVED ONE IS A GENEROUS AND MEANINGFUL WAY TO CELEBRATE THEIR LIFE AND ACKNOWLEDGE THEIR ABSENCE ON THE DAY.

BY SETTING UP A TRIBUTE FUND ONLINE, YOU CAN INVITE GUESTS TO JOIN YOU IN REMEMBERING YOUR LOVED ONE, WHILST HELPING TO SUPPORT THE ANIMALS AT FERNE

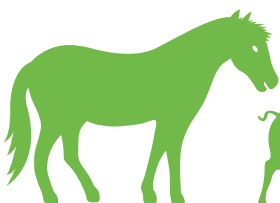
GUESTS CAN GIVE TO YOUR FUND ONLINE AND SHARE THEIR MEMORIES. IN ADDITION, IF YOU COLLECT ANY CASH FOR FERNE THE BIG DAY THIS CAN BE DONATED VIA JUST GIVING.

Going to a wedding as a guest?

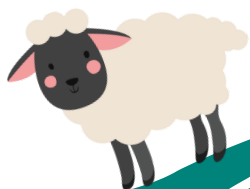
As a fun and original wedding, anniversary or celebration gift you could sponsor one of our animals at ferne!

You can choose from a pony, goat, pig, donkey, sheep, cow or even our guinea pigs and chickens!

Your recipient will receive a special certificate, message from their animal plus a pass to visit the sanctuary!



SCHOOL AND CHILDREN FUNDRAISING ACTIVITIES



At School

Make Ferne your charity of the year. If your school has a charity of the year, why not choose us and we can help you plan fundraising activities throughout the year.

Sponsor an animal for your class or school!

Go Ferne green day: everyone can wear their brightest clothes, fluorescent face paint or favourite green accessory.

Dress up as your favourite superhero, animal, or anything else that you can think of!

Have a bake sale, get everyone baking and raising money for the animals with a school bake sale.

Dance-a-thon, arrange a music-filled sponsored dance party for the animals with a school dance sale.

Hold a raffle with donated prizes and see how much you can raise.

Wacky hair day

Sponsored Read-a-thon! Who can read for the longest!



At Home

Ask for a Ferne animal sponsorship for birthday or as a Christmas present!

Get sponsored to learn a useful new skill

Sponsored silence, raise money, but don't shout about it! See if you can manage a silent afternoon of just nodding and pointing.

Raise money by selling any unwanted toys or donating them to one of our Charity shops

Sponsored lego building competition with your friends

Give something up for a week and get sponsored, sweets, a habit or even a favourite food!



Animal Sponsorship

WHAT YOU WILL GET

Sponsorship certificate

A one day pass to visit the sanctuary

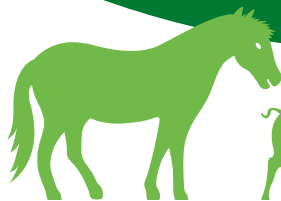
Message from your chosen animal

Children's activity pack

Updates about your chosen animal

@Ferne magazine 3 times of year

WHY NOT ARRANGE A SCHOOL VISIT TO LEARN MORE ABOUT THE WORK OF THE SANCTUARY CARING FOR AND REHABILITATING THE ANIMALS! INCLUDING SEASONAL THEMED WALKING TRAILS AND FERNEHEDGE. OUR NEW FIVE STAR BUG HOTEL



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!

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 means 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 Arnie.

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
 @ferneanimalsanctuary



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;

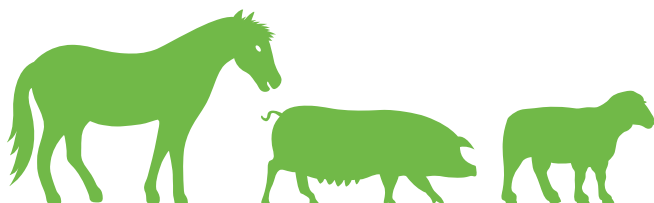
Don't forget about risk assessments and first aid on the day. Visit the Health and Safety Executive website for more information - hse.gov.uk/event-safety

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.



FUNDRAISING IN THE WORK PLACE

RAISING MONEY AS A BUSINESS OR IN YOUR DEPARTMENT IS A GREAT WAY OF GETTING EVERYONE IN YOUR WORK COMMUNITY INVOLVED IN DOING GOOD FOR THE ANIMALS AT THE SANCTUARY

Make Ferne Animal Sanctuary your work place Charity of the Year and we will support you throughout the year with fundraising activities and ideas.

Guess the baby: Ask your colleagues to bring in their baby snaps and see if they can guess who's who!

Crazy hair: Grow out your hair, moustache or beard. Or maybe you're brave enough to shave your hair off completely! Show your friends on social media, set up a just giving page and get sponsored.

Guess the number: Put a load of sweeties in a jar and ask colleagues to donate a small amount to guess the number. Winner wins the jar!

Collection tin: Place a collection box in communal areas and invite people to donate spare change to help us care for animals in need. To request a Ferne Collection box. Email frm@ferneanimalsanctuary.org

Custard pie throwing: Colleagues and bosses love volunteering to be part of this activity.

Film night: Watch a film with friends and ask for a donation.

Games night: Set up your favourite games for a fun night with family and friends.

Swear box: Any verbal misdemeanours can earn money for a good cause! Get your family and colleagues involved.

Holiday day: Check with the boss first, then hold a silent auction at work to earn an extra holiday day.

Dress Down Day: Donate a small sum to come into work wearing your casual clothes. Or dress up and donate a larger sum to come into work wearing your evening dress. superhero outfit, pyjamas use a colour theme or dress up as your favourite animal!

Bad Tie Day: Wear with pride that tie you keep in the back of the wardrobe. Get sponsored or ask people to donate to wear theirs. You could even hold a competition!

Lucky dip: Seek donations to take part in a lucky dip for small presents provided by your colleagues.



Get in touch about becoming a corporate supporter and partnering with us



Walter

Walter came to Ferne as an orphan in 2015, he was found after his Mum tragically fell from a cliff edge. Poor Walter was only a few hours old when he arrived at Ferne, small and fragile, he was then hand reared by our dedicated Animal Care team. Walter wouldn't have survived without the help of Ferne. He has become a handsome, cheeky young man who loves spending the summer out in the field with his goat friends and spending the Winter in the barn as he is not a fan of the cold weather!

YOU CAN ALSO SPONSOR ME!



Arnie

Arnie is a gorgeous Miniature Shetland, he has many health issues, despite his young age so will stay with us permanently. He has to be very carefully managed, he is medicated daily for metabolic issues which he does not enjoy. He is usually very quiet and unassuming until he has a mare in his herd, he then thinks he is a big stallion and will look after his lady and protect her from everyone else!

WHY NOT COLLECT UNUSED CLOTHES FROM YOUR COLLEAGUES AND DROP OFF AT ONE OF OUR CHARITY SHOPS IN CHARD, CREWKERNE, MONITON, OR ILMINSTER



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

Via phone with a debit or credit card
01460 65214

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

Via the Donate to Ferne button on our website

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

Main reception:

☎ 01460 65214 (Monday – Sunday 9am – 5pm)

✉ Info@ferneanimalsanctuary.org

✓ Ferne Animal Sanctuary
Wambrook
Chard
Somerset TA20 3DH

🌐 ferneanimalsanctuary.org

📘 /FerneAnimalSanctuary

🐦 @FerneAnimalSanc

📷 @ferneanimalsanctuary

ferneanimalsanctuary.org

Wambrook, Chard, Somerset TA20 3DH

tel: 01460 65214 Charity No.1164350



Bamboo

Bamboo is a pretty cow that arrived at Ferne in 2018 with her mum Willow after they sadly lost access to grazing. They will now both spend all their lives at Ferne being looked after by the brilliant animal care team and will always have plenty of delicious grass to graze!

*Our three key objectives are
Prevention, Rehoming and Sanctuary.*



Ben

Ben was hand reared by his previous owner and is a very friendly boy. He sadly lost his access to grazing so will now stay at Ferne with plenty of opportunity to graze.



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



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