

THE BSAVA PETS SAVERS FUNDRAISING PACK



BSAVA
PetSavers

Funding studies to help pets

Your fundraising journey starts here... >>>

Thank you for helping us improve the veterinary care that our pets will receive.

We strive to be the UK's leading charity provider of grants solely dedicated to supporting clinical research into companion animal diseases. We can only continue to make ground-breaking changes with support from enthusiastic people like you!

Our pets provide us with love and companionship during our lives. We take care of them and seek expert help and advice when they fall ill or are injured. We also want our

animals to be treated to the highest standards. However, there are still many diseases that we do not fully understand. You can help change this!

This pack will provide you with advice and inspiration to help you get the most out of your fundraising event.

For any additional information, equipment, or queries, please email petsaversadmin@bsava.com.

Our team will be on hand to help.

Thank you for choosing to support BSAVA PetSavers, your funds will help make a difference to pet health.

OUR MISSION

To fund vital clinical research into the prevention, diagnosis, and treatment of diseases of pets, so that vets always have the knowledge they need to counter the distress and pain caused by those diseases.

WHO ARE WE?

PetSavers is the fundraising and grant awarding arm of the British Small Animal Veterinary Association (BSAVA). We are one of the few charities that promote the study of veterinary medicine to develop the care and treatment that our pets receive without the use of experimental animals.

This is achieved by awarding grants to researchers in veterinary practices and universities. Over the last 50 years, we have invested more than £2 million in vital clinical research and training programmes, including more than £1 million in the last 5 years alone. These studies have contributed to huge breakthroughs in diverse areas, such as kidney disease, anaemia, diabetes, feline leukaemia, deafness, cancer, and heart disease.

Together we can help our companion animals live longer, fuller, and healthier lives.



PetSavers funds clinical research that will translate to a tangible benefit to general veterinary practice. In doing so they also provide opportunities and inspiration to the young researchers who may become leaders of their field in the future.



**Professor Clare Rusbridge of Wear Referrals
and the University of Surrey**

BSAVA PetSavers remains funded solely by charitable donations, receiving none of the BSAVA membership fees.



HOW HAVE WE HELPED?

Our grants have made a real difference to the way pet diseases are diagnosed, managed and treated. They also provide a lifeline for clinicians and researchers, as grant funding for pet animal clinical research is notoriously difficult to access. David Bennet received the first BSAVA PetSavers grant in 1975 to study auto-immune joint disease in dogs. The outcome of this provided veterinary practitioners with criteria to accurately diagnose certain joint diseases, leading to more appropriate treatment. We later funded Professor Bennett to research a novel therapy for treating canine osteoarthritis.

Recent work funded by BSAVA PetSavers at Hallam Veterinary Centre, Sheffield found key factors that can be used to identify which cats with the most common feline heart condition (preclinical hypertrophic cardiomyopathy) are at risk of developing more serious cardiac disease.

This has the potential to benefit the treatment and monitoring of more than a million cats in the UK.

Other recent work includes funding a master's degree at the University of Cambridge that researched canine and feline diabetes mellitus. This work found a decrease in the function of insulin-producing beta cells of the pancreas before their destruction, which could help in the early diagnosis of the disease.

Ongoing work funded by BSAVA PetSavers at the University of Bristol is investigating the potential causes of gastrointestinal upsets in cats within the home environment. The research aims to motivate owners to make changes to ensure their household is more cat-friendly with a view to maintaining both physical and emotional welfare.

HOW CAN YOU HELP?

Something for everyone, here are some fundraising ideas to get you inspired!

- ☺ Bake sale
- ☺ Bungee jump
- ☺ Couch to 5K
- ☺ Craft fair
- ☺ Dog/cat show
- ☺ Donate your run time
- ☺ Fancy dress
- ☺ Head/beard shave
- ☺ Head/beard grow
- ☺ Host a dinner party
- ☺ Karaoke
- ☺ Participate in a marathon
- ☺ Photography competition
- ☺ Picnic in the park (with your four-legged friends too!)
- ☺ Pub quiz
- ☺ Raffle
- ☺ Skydive
- ☺ Sponsored walk, swim, or cycle challenge
- ☺ Sports tournament
- ☺ Sweepstakes
- ☺ Themed party
- ☺ Yes day
- ☺ Zip wire

You can try fundraising solo or even look for some willing recruits to participate with you.



Marathons don't have to involve running, just a long-lasting activity. This could include a dance event, cycling, baking, painting, or a sponsored silence. Use your imagination and put your skills to the test with a lengthy performance. You could also turn it into a relay, put together a group and take it in turns to complete the activity in 24 hours.

Don't forget to tag us on social media when taking part in your fundraising activity, we're on Facebook, Twitter and LinkedIn.

 www.facebook.com/PetSaversUK

 @PetSavers_UK

 BSAVA PetSavers

Important calendar dates!



TOP TIP

Awareness days or months such as 'Veganuary' often trend on social media. So, in your planning be sure to include hashtags to increase awareness and gain more supporters!

JANUARY

- ☺ 'Veganuary'
- ☺ Burns Night
- ☺ Chinese New Year
- ☺ Dry January
- ☺ New Year's Day

FEBRUARY

- ☺ Pancake Day
- ☺ Singles Awareness Day
- ☺ Six Nations (Rugby)
- ☺ Superbowl (American Football)
- ☺ Valentine's Day

MARCH

- ☺ British Science Week
- ☺ First Day of Spring
- ☺ International Day of Happiness
- ☺ Mother's Day
- ☺ St David's Day
- ☺ St Patrick's Day
- ☺ The Great British Spring Clean
- ☺ World Poetry Day

APRIL

- ☺ April Fool's Day
- ☺ Easter
- ☺ National Pet Month
- ☺ Ramadan
- ☺ St George's Day
- ☺ World Health Day

MAY

- ☺ FA Cup Final (Football)
- ☺ National Barbecue Week
- ☺ National Vegetarian Day
- ☺ National Walking Month
- ☺ Star Wars Day

JUNE

- ☺ Father's Day
- ☺ National Bring Your Dog to Work Day
- ☺ Summer Solstice

JULY

- ☺ Independence Day
- ☺ National Fishing Month
- ☺ National Picnic Month
- ☺ Tour de France
- ☺ Wimbledon

AUGUST

- ☺ International Cat Day
- ☺ International Dog Day
- ☺ The Great British Bake Off
- ☺ World Photo Day

SEPTEMBER

- ☺ London Fashion Week
- ☺ National Fitness Day
- ☺ National Read a Book Day
- ☺ The Great British Beach Clean
- ☺ The Ryder Cup (Golf)

OCTOBER

- ☺ Halloween
- ☺ International Coffee Day
- ☺ National Baking Week
- ☺ National Curry Week
- ☺ World Animal Day

NOVEMBER

- ☺ Black Friday
- ☺ Bonfire Night
- ☺ St Andrew's Day
- ☺ Thanksgiving
- ☺ World Kindness Day

DECEMBER

- ☺ Christmas
- ☺ Christmas Jumper Day
- ☺ Festival of Winter Walks
- ☺ International Volunteer Day



TOP TIP

Have a look at our fundraising materials to help advertise and raise more funds. [Click here to find advertising posters and sponsorship forms.](#)





CREATE A FUNDRAISING PAGE!

Creating a fundraising page is easy and will allow you to collect donations without any additional stress or worries.

Head to our BSAVA PetSavers Just Giving page <https://www.justgiving.com/petsavers> and choose to fundraise. Simply select the type of fundraiser you are participating in and follow the option to personalise your page. Then add an image and make it live! The only thing left to do is share it as much as you can.

Once you have completed your activity, the funds raised will automatically be transferred to us with any additional Gift Aid.



TOP TIP

Add a fundraising summary to let people know what you are doing and why they should support you.

TEXT TO GIVE

Encourage your supporters to donate by text! Texts will cost the donation amount plus standard network charges, and you will be given the option of hearing from us about what your donations are used for.

To donate, text **PET** followed by your donation amount to **70490** to give that amount.

For example:

PET2 will donate £2

PET5 will donate £5

PET10 will donate £10

Please note this system will not accept donations over £20

Use or share this QR code to easily donate £5 via text!



GIFT AID

Don't forget if your donors are UK taxpayers, as a registered charity we are able to claim Gift Aid.

At no extra cost to donors, we can receive an added 25% on all funds, giving us an extra £1 for every £4 that's donated! Please ask your supporters to provide their full name, home address and postcode so that we can claim Gift Aid.



TOP TIP

If your sponsors donate via your Just Giving page, we'll automatically receive the Gift Aid.





MAKE SOME NOISE

Use as much free advertising as possible to spread the word about your fundraising, especially if you're holding an event! **Social media** can be a good source of advertising. Create an event page and invite people to like or join your group, and fill it with as much information about your event as possible as well as all the good work that BSAVA PetSavers do. Post a link to your sponsorship page as well as progress updates to engage with people.

Maybe we can help with this too. Just let us know and we can share on our social media pages.

You can also alter your email signature to advertise your event, create and **display posters** around your local areas (permission might be needed for this) or just ask **family, friends, and colleagues** to share it around too. Head to our website for our downloadable advertisement posters.

<https://www.bsava.com/petsavers/get-involved/do-your-own-fundraising/fundraising-tools/>

Why not go big? Getting in touch with your **local journalists** or **radio stations** can be a great way to spread the word!

You could also ask **local companies** to get involved and donate prizes for a raffle or auction in return for mentioning them on your posters other adverts.

Don't forget to tag us on social media when taking part in your fundraising activity, we're on Facebook, Twitter and LinkedIn.

 www.facebook.com/PetSaversUK

 [@PetSavers_UK](https://twitter.com/PetSavers_UK)

 [BSAVA PetSavers](https://www.linkedin.com/company/bsava-petsavers)



DON'T FORGET...

...to include our registered charity number 1024811 on all advertisements.

IMPORTANT ADVICE AND SAFETY

When planning a fundraising event please make sure you consider the risks and any regulations that you will need to abide by. If you need any assistance, then please get in contact and we can help you with the process.

PERMISSION AND LICENSES

Please ensure you obtain the correct permission from any party involved in your fundraising. This could include property usage or any copyright images you may require. Depending on the event, some areas may require notification or permission requests from the local council.

You may require a license if your event includes any of the following:

- ☉ Alcohol
- ☉ Entertainment including recorded music
- ☉ Displaying banners or signs in public areas
- ☉ Holding a raffle, lottery, or auction

It might be easier to hold your event at a place where a licence has already been obtained.

MONEY

We do not authorize door-to-door collections. Where possible, we advise two people to be present when counting money and to use a secure container when collecting cash, such as a lockable cash box. If you are collecting money in a public place, permission from the local council will need to be sought after.

SAFETY

Please identify any hazards and evaluate any risks that will need consideration at your event. BSAVA PetSavers cannot accept any responsibility for accidents or emergencies. We strongly advise you to invest in public liability insurance and first aid personnel if you are hosting your own event. *You can get advice from a professional first aid provider such as St John Ambulance or the Red Cross about the type of first aid you should have at your event.* Please do not attempt anything that cannot be done safely or proceed with any unnecessary risks.



IMPORTANT

All fundraising must meet the requirements of the law and donor details must be protected.



OUR BRANDING

Please remember that when fundraising, you are a representative of us if using our charity name or branding. We ask people to be courteous, polite and expect questions about our work. We ask that you act with integrity and do not mislead donors about our cause or the way the donations will be used. Members of the public should not be pressurised to donate or feel offended or distressed in anyway.



IMPORTANT

Don't forget to have fun and enjoy your event! If you are unsure of anything at all, please contact us at petsaversadmin@bsava.com and our team can help you.

COMPLETION OF FUNDRAISING

Once you have held your event, the hard part is done, and we hope you enjoyed it!

Now it is time to transfer the funds to us, so we can continue to support vital clinical research to improve pet health.

If you have donated via an online fundraising platform such as Just Giving, then there is no further action to be taken. Just relax and the money will be sent straight to us.



Funds can also be transferred using Paypal, follow the link to our page to donate https://www.paypal.com/donate/?hosted_button_id=LZCEJ6KM6572W

You can also make out a cheque payable to BSAVA PetSavers and sent via post.

BSAVA PetSavers
Woodrow House
1 Telford Way Waterwells Business Park
Quedgeley
Gloucester GL2 2AB

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DON'T FORGET...

...to forward any sponsorship forms to enable us to collect Gift Aid.



BSAVA PetSavers is invaluable. There is very little veterinary-specific funding available for research into diseases in dogs and cats... Looking back over the years since PetSavers was started, it is clear how much important work it has funded, improving the welfare of our small animal patients.



Dr Penny Watson



A vertical column of red hearts of various sizes is positioned on the left side of the slide, set against a dark orange background. The hearts are scattered and vary in opacity, creating a decorative border.

Thank you

We are extremely grateful for all the fundraising held on our behalf. Thanks to your generosity, we can help companion animals live longer, fuller, and healthier lives. We will continue to strive to be the UK's leading veterinary charity provider of grants solely dedicated to supporting clinical research into companion animal diseases.

Please send us updates and pictures after your event so we can feature them on our social media pages, newsletters, and website to inspire others to participate too!

Other ways to get involved

JOIN US

If you are already a BSAVA member, you can help us in a variety of ways by joining one of the BSAVA PetSavers' committees. Please contact the volunteer manager on volunteer@bsava.com to find out more.

If you are a veterinary professional and are not a BSAVA member but would like to join, visit our parent website <https://www.bsava.com> for more information and to discover which membership category applies to you

REGULAR DONATIONS

By making regular donations such as monthly payments, you will allow us to plan for the future and contribute to more ground-breaking research. Please contact us at petsaversadmin@bsava.com if you would like to become a regular donor.

NOMINATING BSAVA PETAVERS AS A BENEFICIARY IN YOUR WILL

Whether large or small, your legacy gift will help ensure that advances in veterinary medicine continue long into the future. Legacies are a crucial form of funding for organisations such as ours as enabling us to plan for the future and help guarantee to fund clinical research specifically designed to help our pets.



If you work in veterinary practice, you are in a great position to help us. You will know how important advances are in veterinary medicine to make sure pets get the best possible care. We would love you to introduce our work to your colleagues and clients. Supporting us as your chosen practice charity and holding fundraising events are great ways to engage with your clients outside of the consulting room.



CONTACT US

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<https://www.bsava.com/petsavers/>



<https://www.facebook.com/PetSaversUK>



https://www.twitter.com/PetSavers_UK