

Welcome to your HorseWorld Supporter Pack

Thank you for choosing to support HorseWorld by raising vital funds for the many unwanted animals in our care. Contained within this pack you will find information about the work of HorseWorld as well as useful tips and ideas to make your fundraising event a huge success.

HorseWorld – The South West’s Premier Equine Charity

HorseWorld, originally known as The Friends of Bristol Horses Society, was founded in 1952 by a group of dedicated volunteers whose vision was to save retired working horses from needless slaughter. Since then HorseWorld has saved the lives of hundreds of horses, ponies, donkeys and other companion animals in need.

Along with the charity’s work to rescue, rehabilitate and re-home unwanted animals, HorseWorld also has a valuable role to play within the local community. We work with a number of local organisations to help provide training and mentoring to a wide range of people including recovering drug users, young offenders, the homeless, teenagers with learning difficulties and disadvantaged children. Working with animals can be very rewarding as horses do not judge or discriminate.

Why We Need Your Help

HorseWorld is totally reliant on the generosity of the community in order to raise the vital funds needed to continue our important work.

At any one time HorseWorld can be home to nearly 150 equines, with another 300 out at loan homes. But where do they all come from? In the past the majority have come to us as retired working horses when motorised vehicles took over their roles. Today, however, they come to HorseWorld after being abandoned, mistreated or neglected, as retired racehorses or because the owner can no longer care for them.

Providing shelter, food and veterinary care to so many animals costs the charity £1.2 million every year and we do not receive any funding from government or lottery grants. Therefore every pound raised really does make a difference – that’s why we need your help!

Contacting Us

Please stay in touch and let us know what you are planning or if you need our help.

Fundraising Office	Tel.	01275 893033
	Fax.	01275 836909
	Email.	fundraising@horseworld.org.uk
	Web.	www.horseworld.org.uk

Fundraising Ideas



- H**orseshoe hurling competitions
- O**ver hill and dale on a sponsored walk
- R**ecycle with a jumble sale
- S**trutt your stuff with a Fashion Show
- E**gg and spoon races can be a smash!
- W**arble your heart out at a Karaoke night
- O**rganise a sponsored anything
- R**emove the cobwebs with a sponsored cross-country slog
- L**et your hair down at a themed party
- D**ress down for a day at work or school
 - R**ansom your boss
 - E**ndure hunger with a sponsored famine
 - S**top bad language with a swear box
 - C**ertainly not for the faint hearted – a spooky night tour!
 - U** can make a difference – name us as your Charity of the Year!
 - E**vents such as Golf Days can be popular
 - R**un amuck and organise some truly Wacky Races
 - E**mpy your attic and attend a Car Boot sale
 - H**ow far can you get with a sponsored Jailbreak?
 - A**uction off promises for pounds
 - B**ike rides can be very successful
 - I**deal for the summer – have a Head Shave
 - L**ucky dips are very simple
 - I**t's not easy but try a sponsored silence
 - T**hey're oldies but goodies – a traditional coffee morning
 - A**rt competitions to show off your creative talents
 - T**hree legged races/pub-crawls are always good fun
 - E**xremely knowledgeable? Prove it at a pub quiz
 - R**un a marathon
 - E**xcel at washing your friend's cars (for a charge of course!)
 - H**old a bring and buy sale
 - O**rganise a village fete
 - M**urder mystery parties to bring out the detective in you
 - E**ntertain your friends and put on a show



Fun for Children

When it comes to fundraising it really is 'the more the merrier'. Why not involve your School, Brownie/ Cub Pack, or Nursery in fundraising activities? You may even consider making a fundraising, horse themed day, week or month! Here are some fun activities you could incorporate:

Mule Masks for Money

Why not design and make your own horse, pony and donkey themed masks. All you need is some thick paper, pens and a bit of elastic to hold it in place. You can then sell them for £1 to all of your friends.

Animal Themed Fancy Dress Day

Hold a day with a difference at your school or club. Using the masks you have just made, everyone can come dressed as a horse, donkey, pony, sheep, duck or chicken and pay 50p for the privilege!

Cake Sale

These taste-tastic events are always very popular and quite easy to organise. Your sale could even have a horsey theme, such as cakes decorated with horse faces.

Bring and Buy Sale

Get all your friends and family involved and hold a 'bring and buy' sale in your local hall, school or front garden!

Specialist Spelling Bee

Hold a spelling bee at school where all the words are equine related.

The Perfect Pony Poetry Competition

Get your class or group to hold a poetry competition with a pony theme. You can charge entrants £1 and we can display the winner's poem at HorseWorld's Visitor Centre.

Drawing or Colouring In Competitions

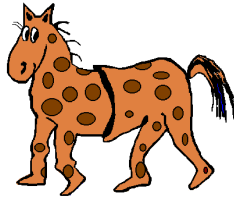
Hold a competition at your school or club for the best drawing on an animal theme or perhaps to design the best fictional animal. You could charge 50p per entry and have a small prize for the winner.

Crazy Sports Day

Can you hurdle like a horse, skip like a lamb, sprint like a Runner duck or hop like a rabbit? Why not hold a sponsored crazy sports day with some whacky races at school or at your club and really put the 'fun' into fundraising!

Pet Sit for a Friend

Help out your friends when they go on holiday by taking care of their pet. You could ask them for a donation of £1.50 a day but make sure you have the supervision of an adult!



Fun for Adults

Here are some fun ideas you might like to consider when planning an event. Don't forget to involve your friends and colleagues in your fundraising activities to make them a galloping success!

Themed Thursdays!

Ask your employer if you can hold a fundraising, equine themed day, week or even month at your workplace! This could include competitions, dress down days (with a horse theme), face painting or cake sales.

Quiz the locals

Why not organise a pub quiz at your local? Speak with the landlord and advertise the evening well in advance. Research your questions thoroughly and remember not to make them too hard, perhaps you could incorporate the ones attached to this pack! You could even ask the landlord to add 20p to every pint sold and donate the money raised.

Throw a Wardrobe Party!

Invite all your girl friends over and charge them £5 for a night of fun and fashion! Whilst enjoying some wine and nibbles, rummage through all your old clothes and swap with your friends to create a whole new wardrobe.

Swear box

If you want to improve the language in your office or club this is a sure fire way to speed the process up! Make the offenders cough up money every time a swear word is uttered and see those pounds mount up!

Car Treasure Hunt

Assemble family and friends for a fun car treasure hunt. Plan the route carefully and book a rendezvous point to meet up at the end of the event for a picnic, drinks or meal. Try and get a prize, sponsored by a local shop, for the person with the lowest mileage.

Host a Roast

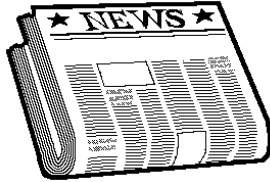
Host a dinner party in your home and charge guests to attend. They then go home and hold their own dinner party, again charging their guests. Before you know it you have cooked up a fortune!

Charity Football or Netball match

If you play for a local sports team then you could organize a charity match. Run circles around your opponents in a rounders match or test your serve with a tennis tournament. Play your team against your local rivals, men versus women or seniors versus juniors! Charge people to attend, serve refreshments and have a raffle.

Fancy dress party

How about a holding a fancy dress party in your local hall, pub or club? You will be spoilt for choice when it comes to a theme – jockeys and pantomime horses, Wild West cowboys and cowgirls, show jumpers and Polo players or knights and their steeds?



Publicising your event

Once you have chosen your event it is very important that you let people know about it. By following the three simple steps below, you will be on your way to success!

Step 1 – let us know

Make sure you notify us of your event. The more we know the more we can help, by providing you with literature and other resources or including your plans in a press release. If you need more sponsorship forms, please let me know and I will print more for you. Please note that sponsorship forms must only be used with friends and family. Please do not ask strangers for money, or collect money in the street or in private premise (e.g. a pub), as you need a licence to do that.

Step 2 – let everyone else know

Design your own poster or use those supplied and display them in prominent places such as in your school or workplace, on village notice boards and in shop windows (make sure you ask permission first). If you have access to email send a message about the event to everyone you know and ask them to forward it to family and friends. Place an advert (usually free) in the 'What's On' section of your local newspaper.

Step 3 – contact your local press

If your event is slightly unusual or wacky, the local press may be interested. Draft a simple and clear press release with details of what you are doing, when and where it is being held, include a quote about why you are doing it and, very importantly, your contact details. Try to organise a photo opportunity by staging something visually exciting which will catch the eye of their readers. Send your release and details of your photo opportunity to your local newspaper or radio station, making sure that it goes out at least 1 week before your event. A list of useful press contacts are listed below.

Bristol Evening Post	T. 0117 934 3000	
Bath Chronicle	T. 01225 322322	
Gloucestershire Echo	T. 01242 271900	
Clevedon, Nailsea, Portishead & Yatton Mercury	T. 01934 414010	
Somerset Guardian and Standard	T. 01761 471778	F. 01761 419128
Weston & Somerset Mercury	T. 01934 414010	
Western Daily Press	T. 01179343000	
Wiltshire Times	T. 01225 773600	
Midsomer Norton & Radstock Journal	T. 01761 432309	F. 01761 437810
Warminster Journal	T. 01985 213030	
BBC Radio Bristol	T. 0117 974 6878	
BBC Wiltshire Sound	T. 01793 513626	
3tr FM	T. 01985 211111	F. 01985 211110
Heart FM	T. 01179 843200	F. 01179 843202

A Few Basic Fundraising Tips

Don't Be Caught Out

Make sure you carry your sponsorship form with you at all times – you never know when an opportunity may arise!

Start At The Top!

Make sure you grab a generous friend to start your sponsors off with a great donation – maybe others will follow suit.

Be Business-Like

Why not see if your employers will match your fundraising pound for pound – after all, it's fantastic publicity for them and would double the money you raise!

Sell Yourself!

Try to reach as many potential sponsors as you can - contact your local newspaper, company newsletter or school magazine and tell them about your venture.

Friends And Family

Maybe your nearest and dearest can help you reach as many people as possible by copying your sponsorship form and showing it to their friends.

Dress Down Day

If formal wear is getting in the way of your fundraising, ask people for £1 to spend the day in their own clothes at school or in their place of work.

Gift Aid It!

Make sure that if your sponsors are UK tax payers, they tick the 'Gift Aid' box and enter their full name, address and postcode – this way we can claim back the tax from the government, currently 25p for every £1, raising even more money for HorseWorld!

And Remember - Never Feel Guilty To Ask...

You are helping to raise vital funds for a very worthy cause!



Other Ways You Can Help

Regular Giving

Please consider giving to HorseWorld on a regular basis by direct debit or standing order. Regular donations are very important to the work of the charity as they enable us to plan for the future.

Adopt an Animal

Consider adopting one of our residents for a mere £20 a year. Choose from Pickle Lily the donkey, Nazia the Shetland Pony, Portia the pig or one of their friends. You'll receive a gorgeous soft cuddly version of your new friend, a personalised certificate, your animal's life story, half price single admission ticket, plus updates throughout the year and much much more. A great gift for birthdays and other special occasions!

Nominate us as your Charity of the Year

Encourage your employer, school or group to nominate us as their charity of the year. Raise as much as possible throughout the year by organising fun activities for everyone to get involved in. Employers may even match your fundraising total pound for pound?

Collection Tins

Ask your employer or local shop if they would like to display one of our charity collection tins on their reception or shop counters. Collection tins are a simple and effective way of raising money and you will be surprised at how quickly the pounds mount up!



Home Collection Boxes

Small collection boxes available to anyone who wishes to help HorseWorld by donating loose change that may be lying around the house. In the past we have managed to raise over £2,000 in one year from these little boxes so every penny really does count.

HorseWorld Visitor Centre

Our Visitor Centre provides a great family day out with lots to see and do, including tractor tours, presentations and 'touch and groom' areas where you can brush our ponies or pet our farm animals. It's also ideal for school visits with our educational resources providing a fascinating and informative excursion. Please call 01275 540173 for more information.

Attend one of our Events

Support HorseWorld by attending one of our events – a day out that makes a difference!

Give As You Earn

Payroll giving is a tax efficient way of supporting the Society. Every month your donation will be given directly from your wages to us. The beauty of the GAYE scheme is that you only pay 80% of your donation and the remaining 20% is paid by the Inland Revenue. For example, for us to receive £5 a month in total, you only need to pay £4.00. Some employers will also match your gift, raising even more money for HorseWorld!

Volunteering

There's always something going on at HorseWorld. Why not enhance your skills by joining our dedicated team of volunteers? With a wide range of opportunities in our volunteering programme, there is something to suit almost everyone.

Memberships

There are a variety of membership schemes available at HorseWorld. These include our new membership scheme at our visitor centre which allows free repeat visits and free visits for children.

In Memoriam

Making a donation is a good way to remember a loved one, whilst helping to care for animals in need. There are many ways to give in memory such as recording a message in our Book of Remembrance, making a donation instead of buying flowers for a funeral or donating on a regular basis, perhaps to commemorate a birthday or anniversary.

Half Marathon Runners

Would you like to make a difference whilst achieving an impressive feat? If you are planning to take part in any running events, such as the Bristol or Bath Half Marathons, please consider running on behalf of HorseWorld. We can provide you with all the support you need to achieve your goal.



Recycling

Did you know that we can raise money by collecting used postage stamps, mobile phones and even certain printer cartridges? We can provide you with freepost recycling envelopes or a 'used ink cartridges' recycling box for your place of work or school.

Leave us a Gift in Your Will

By leaving a gift in your Will you can give hope to future generations of horses, ponies and donkeys in need. Your generous gift will enable HorseWorld to continue our important and valuable work for years to come. Legacies save lives. For an informal and confidential discussion, please contact Sharon Williams on 01275 893033 or email sharon.williams@horseworld.org.uk. A Legacy leaflet is available on request.

If you would like to receive more information, please contact us on 01275 893033 or email fundraising@horseworld.org.uk



Good Luck and Happy Fundraising!

Fundraising is all about having fun and enjoying yourself whilst raising money to help rescue, rehabilitate and re-home horses, ponies and donkeys in need.

All you need to do is organise a fundraising activity that will motivate people to get involved or simply support your efforts. Your event could last an hour, an afternoon, evening, a day or even a whole week – the choice is yours!

Your plans could involve just yourself or everyone you know including friends, family, colleagues or classmates. They could be sensible or silly, but whatever you do, have fun doing it. Make sure you let everyone know what the event is for and encourage them to get involved. Your event may even inspire someone else to fundraise for us – helping to save even more lives.

There are a number of resources which are available to our fundraisers so please let us know if we can help in any way. These include stickers, posters, newsletters and the use of our special collection tins and buckets.

This pack should provide you with loads of ideas and activities for your fundraising, but we are always interested to hear of new ones. Don't forget to send us photographs of your event - we may even feature them in our newsletter!



Thank You Again for Choosing to Fundraise for HorseWorld

Your Support Really Can Save Lives!