



MY SUPPORTERS



BAKE SALE!



READY FOR ACTION!



Fundraising Toolkit



FOR THE ANIMALS



LET'S RUN



FAMILY



TO BE CRUELTY FREE



LOVE PIGS, NOT PORK!

Welcome!

MAKE A DIFFERENCE FOR ANIMALS

Thanks to supporters like you we can make a real difference for all animals here in New Zealand - so let's get started!

This toolkit has been designed to help you raise money to help animals. Inside you will find lots of fun ideas and activities for you and your friends to get fundraising either at home or at school.

THIS TOOLKIT

BELONGS TO:



TEAM CHALLENGE!

LIVY (AGE 11)

Livy and her friends ran 14km, raising \$445.90 to help animals!

Top Tip!

Get a group of friends involved to help raise money. Set a team challenge you can all take part in - like a fun-run or even walk!

Why Fundraise?

Fundraising is a great way of raising much-needed funds for a cause you care about, while spreading awareness and having fun!

SAFE is 100% reliant on donations, and with supporters such as yourself, we can carry out more work on behalf of all animals in New Zealand!

HOW WILL MY MONEY HELP?

People often like to know where their money is going and how it will help. Below are some examples of what the funds you raise could go towards:

\$25

Covers the cost of **10 'Animal Activist' Handbooks** - containing fun ways for young people to help animals.

\$50

Could print **500 'Stop Factory Farming' stickers** - great for raising awareness and decorating your textbooks!

\$150

Produces **250 SAFE Youth Newsletters** - each issue highlights a specific animal-related topic.

\$1000

Could create a fun **educational game** raising awareness about a specific issue.

\$6000

Covers the cost of designing the **'Animals & Us' Textbook** - sent to every secondary school in New Zealand.

VICTORIES FOR ANIMALS!

BANNED

**SOW STALLS
COSMETIC TESTING
PARTY PILL TESTING**

ENDED

**EXOTIC ANIMALS IN CIRCUSES
LIVE EXPORT FOR SLAUGHTER
DOLPHINS KEPT IN CAPTIVITY**

EXPOSED

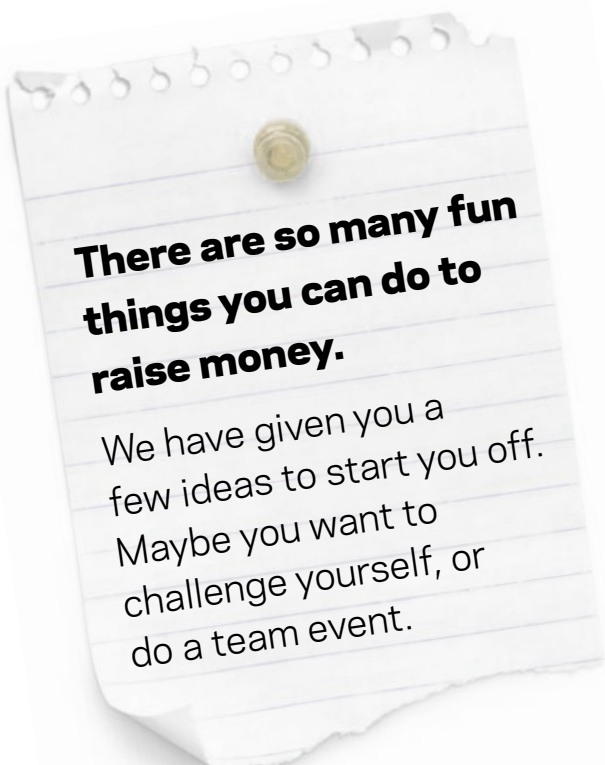
**FACTORY FARMING
DAIRY CRUELTY
RODEO ABUSE**



safe.org.nz

Stage #1

BRAINSTORM YOUR IDEAS FOR FUNDRAISING HERE



There are so many fun things you can do to raise money.

We have given you a few ideas to start you off. Maybe you want to challenge yourself, or do a team event.

physical :

- Fun run
- Sponsored walk
- Cycle
- Swim

the kitchen :

- Cupcakes
- Cookies
- BBQ

home :

- Fancy dress party
- Craft stand
- Garage sale

challenge :

- Phone free - how long can you go?
- Sponsored silence?

school :

- Mufti day
- Bake stand
- Vegan sausage sizzle
- Quiz night

Stage #2

ORGANISING MY EVENT

Once you have decided on your fundraising idea you can start planning what you need and who your supporters might be!

Remember if you are planning something at school to ask your teacher's permission first, they might even have some awesome ideas to add to yours.



JESSICA (AGE 8)

Jessica really loves her rescue chickens, and vegan baking is her specialty! She wanted to show her school mates that you don't need eggs to make great cakes. After talking with her teacher, they came up with a plan. In honour of 'Respect for Chickens Day' - and in return for a gold coin donation - everyone wore mufti to school! Jessica also baked cakes to sell, raising an amazing \$323.60 to help chickens!

Top Tip!

Mufti (no school uniform) days are a great way of raising money and getting the whole school involved! Simply ask your teachers to hold a mufti day and then everyone brings in a gold coin donation to help animals.



You could even run a fancy dress competition!

TEAM CHALLENGE!

Save the date!

Be sure to give yourself plenty of planning time before your big event!

If you are thinking about a physical challenge, you might want to prepare yourself first. If you are going for a long walk or run, do a practice one to see how long it might take you. Training for these events is always important! Get your friends up and running too as support! If you are preparing food, make sure to keep everything clean and tidy!

Top Tip!

Link your fundraising idea to one of these cool animal-related days for added awareness!



NATIONAL PIG DAY



WORLD LAB ANIMAL DAY



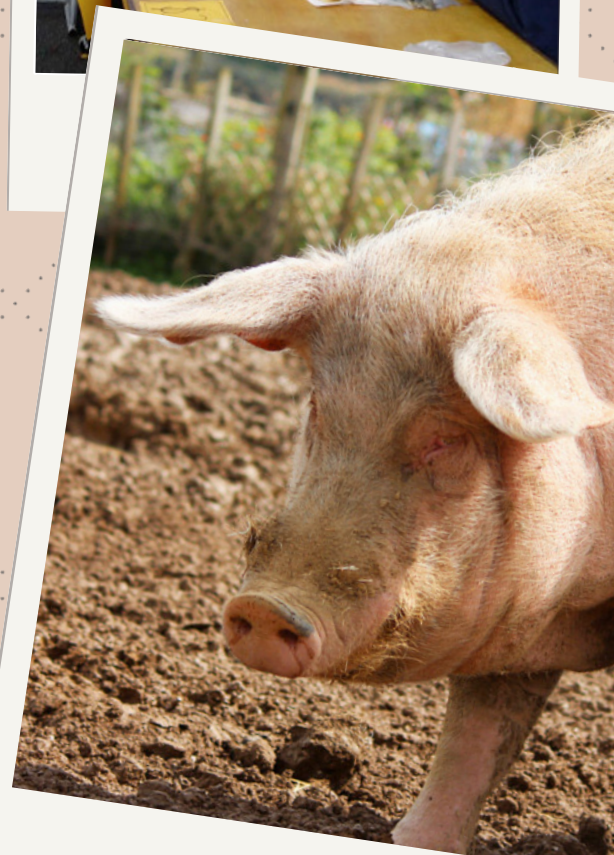
COW APPRECIATION DAY



WORLD ANIMAL DAY



WORLD VEGAN DAY



ORGANISING MY EVENT

my idea :

where :

eg school, home, fair...

date :

It can be good to link your fundraising idea to a special day for animals!

what do i need :

*eg ingredients, camera, running gear...
Do you need to start training before your challenge?*

promotion :

Let people know what you're up to!

Stage #3

GETTING SUPPORTERS

You're almost ready to go!

Getting supporters might seem like a hard task, but your biggest fans are closer than you think. Build up confidence talking to friends and family about why you are fundraising and why the cause is important to you.

It can be helpful to find out as much as you can about the issue you are raising money for. Check out the SAFE Youth page for issues and facts.

Your parents might tell their work colleagues about what you are doing, your big brother or sister could tell their friends too, even your class mates might want to support you!

FUNDRAISING TOOL

everydayhero.com



Everyday Hero is a great online tool for fundraising. You can make your own profile to tell people what you are getting up to. You can select SAFE as your chosen charity directly, so all money raised is automatically sent to us. Easy! You can also thank your sponsors, upload photos and send links to your page to everyone you know.

It's FREE for you to use!



HOLLY (AGE 11)

Holly (middle) walked 30km along Wellington's coast.

👏👏 *The whole experience was really awesome. I am so grateful to all the people who have supported me and donated money.* 🙏🙏

Holly raised over \$1,000 on the Everyday Hero website!

my supporters :

Stage #4

REMEMBER IT'S ALL ABOUT HAVING FUN
AND ENJOYING YOURSELF!

Get Creative! Think about how to promote your event. When planning an event, especially at school, posters are a great way of spreading the word and getting people interested in what you're doing.

questions?

If at any point on your fundraising adventure you have any questions or just want to say 'hello' and tell us what you're planning, please call or email me!

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TELL US HOW
YOU GO!

We love seeing your photos and hearing all about your fundraising adventures!



HAVE FUN!

