



FUNDRAISING

**Everything
you need
to know for
success**

Scottish Charity
No: SC006914



**Your journey to creating
impact starts here!**

Edinburgh

**Dog
&
Cat**

Home

A BIG

THANK YOU

THANK YOU

for choosing to fundraise for Edinburgh Dog and Cat Home!

With your support we can continue our mission to keep more pets in loving homes, where they belong. Here you'll find tips, advice and inspiration to make the most of your fundraising.

Every single pound that you, your family, friends, colleagues and neighbours raise will help to protect loving homes, find loving homes and run a loving Home for dogs and cats across East and Central Scotland.

If you need further support or want to chat to someone about your plans, please don't hesitate to reach out to our fundraising team on **0131 669 5331** or at fundraising@edch.org.uk



**So, what are you waiting for?
Let's get fundraising!**

ABOUT THE HOME

For 140 years, Edinburgh Dog and Cat Home has been there for the dogs and cats who need us.



We give our all to keep loving homes whole by providing food and advice through our **Pet Food Banks**. And when that's not possible, we take in the animals who need us and love them as if they were our own. We give every dog and cat the best level of care we can, from food and veterinary care to training and enrichment, all to get them ready for their future family.



In a perfect world, we wouldn't exist. But in the meantime, we'll continue to **love without limits**, helping people and their pets in whatever way we can.

WHAT DO YOU WANT TO DO?

So you've decided that you want to help Edinburgh Dog and Cat Home but you haven't decided what you want to do. Not to worry, here we've put together a list of fundraising ideas. From the classic cosy coffee morning to some options that are a little more wacky!



No matter what you're doing, get in touch with us – we're always happy to give advice to keep your fundraising successful, legal and safe.

Here's some ideas!

- Trivia Night
- Pub Quiz
- Karaoke Contest
- Golf or Pool Tournament
- Cycle Across Britain
- Rock Climbing Challenge
- Gaming Livestream
- Climb a Munro
- Steps Challenge
- Sign up for an organised event like the Edinburgh Marathon, Kiltwalk or Dog Jog
- Run a 5K or 10K – you can organise this yourself or get involved in an organised run like the Edinburgh Marathon Festival 5k run



Want to get involved?

You can also fundraise for us at an organised event. See what's coming up on our website.



Get your community involved:

- Coffee Morning
- Street Party
- Car Boot Sale
- Car Wash
- Dinner Party
- Pancake Breakfast
- Doggy Cinema Club
- Bake sale
- Movie night



Remember if you have an idea of your own that's not on the list, that's okay too.

To get you thinking, here's a few examples of the different ways people have raised funds for us...

Munro Bagging

To mark turning 40, Ola challenged herself to climb 40 Munros in 2024. By June she'd already bagged 40 Munros, and raised lots of donations along the way!

"It feels good to challenge yourself to commit to something tough and support from friends and family is a huge motivator."



24 Hour Game-athon

Jonny and Daryll live-streamed themselves playing video games for 24 hours and raised £1,111 in the process. Their employer then generously matched their efforts, combining for a brilliant £2,222 raised!

Remember to check if your workplace offers a donation-matching scheme!



From Dominos To Dosh

Brian hosted a series of popular events at Leith Dockers Club.

From dominos tournaments to charity nights, he raised a huge £1,350 in a single year!

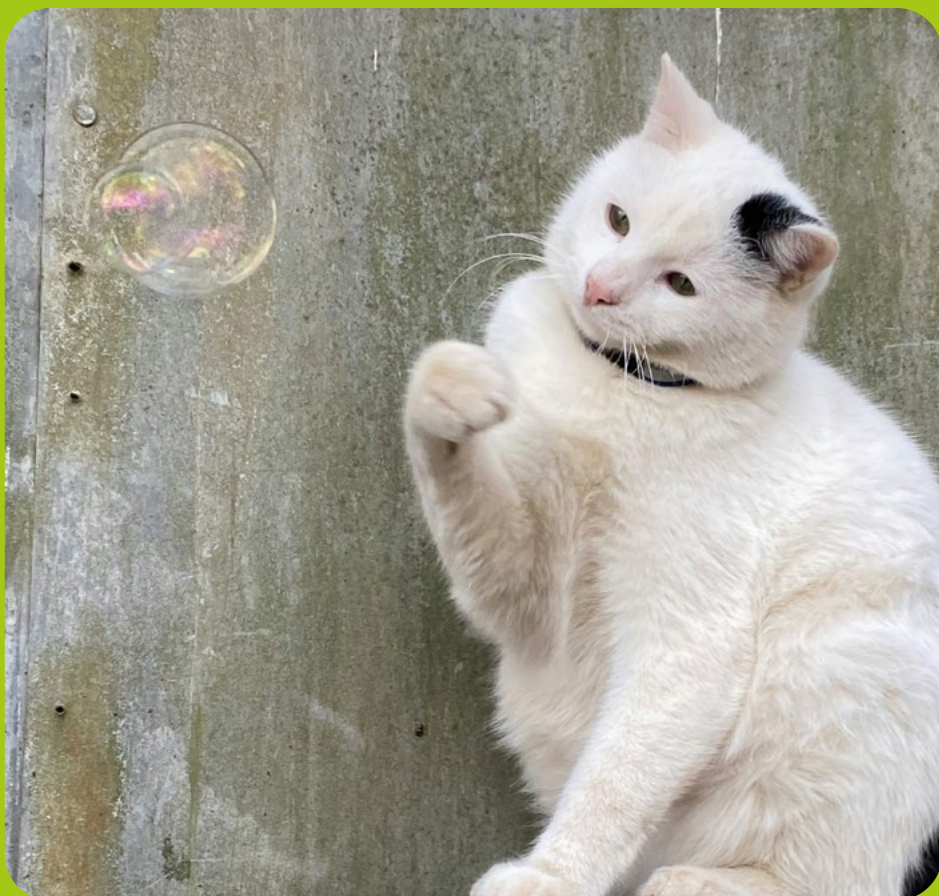
Want to get involved?

You can also fundraise for us at an organised event. See what's coming up on our website.



FUNDRAISING TOP TIPS

To help you get started we've put together some fundraising hints and tips... and don't forget our friendly team are happy to help too!



1 Getting set up

Once you've chosen your fundraising event, it's time to let people know what you're doing and set up a page to collect donations. We recommend:



- **JustGiving** – a great way to get donations for your fundraising and share updates on how your challenge or event is going along the way.
- **Tickets** – if you're organising a ticketed challenge or event, there's lots of different platforms you can use, from Ticket Tailor and Try Booking to Eventbrite. Each platform works a little bit differently, and if you're charging for your tickets, make sure you understand the fees.
- **A Facebook event or fundraising page** – perfect for unticketed events. Invite friends and family and don't forget to encourage them to donate on your fundraising page, or via edch.org.uk/donate
- **In person** – remember to reach out to your family, friends, or colleagues directly as well. Whether virtual or in person, make sure you record all donations and ticket sales and if you're doing a challenge, have a sponsorship form.

2 Kickstart your fundraising early

- **Early engagement** – Let people know when you first start fundraising and keep them updated on your progress. This will help to build a strong connection and support.
- If you are looking for a way to get your fundraiser started, why not try making a donation yourself? People who donate to their own fundraising page raise on average **47%** more!

3 Share your story

- Explain why you have chosen to fundraise for the Home. **A personal touch** can go a long way.
- When you **connect with your supporters** on a personal level, more people are likely to support you!

4 Tell people how their support will help EDCH

Here's a few examples you could share to let them know where their money's going:



could help provide a cat with the **vaccines** they need to be safely rehomed.



could help fuel our **foodbank** van for a week.



could help keep a dog warm in the Home for **three months.**

You can also find more information about the work we do here:
edch.org.uk/about/who-we-are

5 Set a target

And **don't be afraid** to increase it if you reach your goal before the end of your fundraising!



6

Invite your friends

- **Share a link** to your fundraiser on your social media pages – Facebook, Instagram, Tiktok and X (Twitter).
- **Online platforms** like Eventbrite and Facebook are great ways to invite guests to your events. If you're going to charge a ticket price, remember to set it at a realistic level to get as many people involved as possible.
- Share your fundraiser page link with friends and family **over text, WhatsApp or email**. Try not to share without any context – tell them what you've been up to in your fundraising journey or why you've chosen to fundraise for the Home.

7

Keep people updated

Everyone will love to see how your fundraising is going. Share pictures of your **training and preparation, videos and stories**, and remind them of your fundraising target.

8

Thank your supporters

Remember to **tag your supporters** when you thank them so more people can see it.

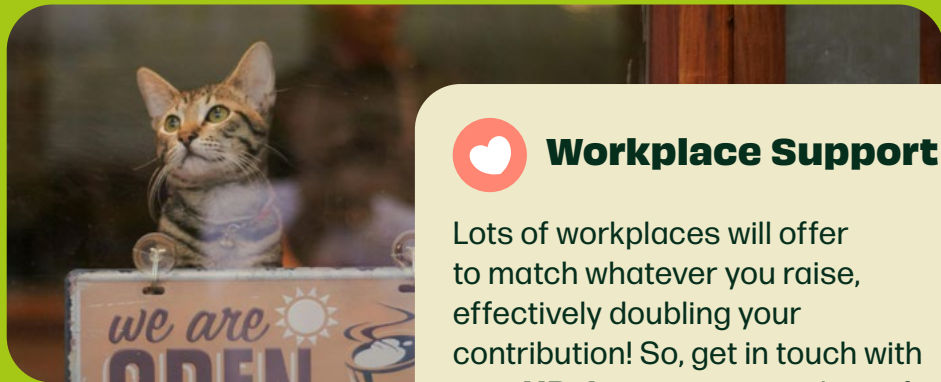
9

Share your success!

Once your fundraising is complete share the total with your family, friends and colleagues to **let them know what they've helped to achieve**.



BONUS TIPS!



Workplace Support

Lots of workplaces will offer to match whatever you raise, effectively doubling your contribution! So, get in touch with your **HR department** and see if they offer matched fundraising.



Ask Questions

If there's anything you need help with at all, don't be afraid to **reach out to us**.



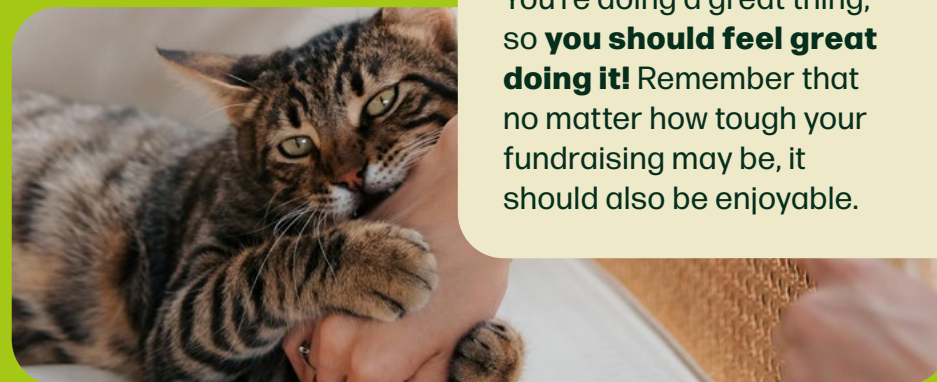
Certificates

We can send you an **e-certificate** of your fundraising efforts which you can easily print off and hang in your business, organisation or proudly on the fridge.



Have Fun!

You're doing a great thing, so **you should feel great doing it!** Remember that no matter how tough your fundraising may be, it should also be enjoyable.



SENDING YOUR MONEY TO US

There are many ways to send us the funds you've raised...

Online donation

You can send to: www.edch.org.uk/donate

In person

You can visit our site. Please contact us in advance so we can ensure the team are there to meet you.



Direct bank transfer

If you do wish to transfer your funds raised via BACS, please get in touch with us at fundraising@edch.org.uk so we can supply you with our bank details and a unique reference to note.

Telephone

Contact our Fundraising team on **0131 669 5331** to donate using a credit or debit card.

Post

You can send to:

**Edinburgh Dog and Cat Home
26 Seafield Road East
Edinburgh EH15 1EH**

Please make cheques payable to 'Edinburgh Dog and Cat Home' -

do not send cash in the post!

If you did a sponsored event, please remember to include your sponsorship forms so we can claim relevant Gift Aid.



Thank you so much for your valued support.



THE LEGAL BITS

As with all types of fundraising, there are rules and regulations that must be followed. There's a lot of information that can be easily found online through the **Chartered Institute of Fundraising** (CloF) and **Scottish Charity Regulator** (OSCR). You are always welcome to speak with the fundraising team for more information as well. Here is a great link to guide you through the legal side of your fundraising event:

**Chartered Institute of Fundraising –
Tips on planning a fundraising event**



Things to remember

- Be **honest, open and respectful** at all times when fundraising.
- It is important to be clear that you are fundraising **'in aid of'** Edinburgh Dog and Cat Home – our team can provide you with an 'in aid of' logo.
- Return any funds raised **as soon as you can**.
- The Home is proud to be a part of the **Good Fundraising Guarantee** with the Scottish Fundraising Standards panel.

Our friendly fundraising team are on hand to support and guide, so please get in touch to find out how this applies to your fundraising activity, or with any other questions.

**fundraising@edch.org.uk
0131 669 5331**

WHERE YOUR MONEY GOES



In 2024 we helped over **650** dogs and cats



We accepted **381** animals into our care



We found loving homes for **174** dogs and **54** cats



Reunited **79** dogs and **24** cats with worried owners



Pet Food Banks

In 2024 we distributed **599,145 pet meals** to families in East and Central Scotland – the equivalent of providing vital food for almost **70 animals every hour**.



Surrender requests

2024 saw a staggering **1,233 surrender requests**.



Helpline

Our helpline answered **26,867 calls** from pet owners in need.

In 2024, we distributed **58,995 kgs** of pet food. That's the equivalent to:



14,748
Average sized cats



1,134
Great Danes



MORAY'S STORY

It's been 12 years since Moray, a Kelpie cross, went home with Tim and his partner, Michael. Since then, he's lived a life full of adventure!



Moray came to the Home as a stray and Tim tells us that he **'chose them'** to be his new family. Moray was around 1-year-old when he went to his forever home – he was house-trained and familiar with basic commands. Rehoming Moray was a steep learning curve for Tim and Michael – they had to learn how to manage Moray's high-energy breed traits and slight reactivity. Tim tells us that he can be a little anxious around dogs he doesn't know, and easily spooked by sudden movements. 'He wears a yellow 'I need space' bandana when we're out. He's usually fine and we just try to avoid situations that might spook him.' Tim adds that he does enjoy playing on the beach with dog friends who he knows!

Moray's days in his forever home have been filled with **mountain climbing, camping, and plenty of cuddles**. Before he retired, his owner, Tim, worked as a mountain guide, leading hiking trips across Scotland. Moray loved to go to work with him and his presence was often specifically requested by Tim's clients!

Moray and Tim still head out on a lot of overnight adventures in the hills. He has his own little camping mat and Tim describes these trips as **'incredibly bonding'**, sharing that, 'At first, I took a while to work out how much he would enjoy it and how much he would be capable of. Now, 12 years on, it's, it's me that's slowing down with age not him!'

Moray's favourite things include swimming in the river, playing in the garden with his big red ball, and long snoozy cuddles.



MORE WAYS TO HELP THE HOME

There's plenty of ways to help the home beyond fundraising activities. Here are some options:



Giving in memory

When a special person or pet in your life passes on, it can be comforting to commemorate them. You can pay tribute to their life through leaving a **gift in their memory through your will**, supporting the Home at their funeral service with a collection or honouring them with a dedicated plaque on our bespoke sponsor wall or memorial trees on site.

Regular donations

Supporting us with a **monthly donation** means we can keep caring for the dogs and cats that need us most – day in, day out.

Volunteering your time

We offer volunteering opportunities for those that want to get a little more hands-on.

Whether it's at a bucket collection in the community, supporting our mission, or somewhere else, **we are always on the lookout for anyone that wants to get their paws dirty.**

Head to edch.org.uk/support-us/volunteer/ for an up-to-date list of our volunteer vacancies.



Edinburgh

**Dog
&
Cat**

Home

Get in touch



Edinburgh Dog and Cat Home

26 Seafield Road East
Edinburgh EH15 1EH



edch.org.uk



0131 669 5331



fundraising@edch.org.uk



@EdinDogCatHome

