



## Yorkshire Cat Rescue

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[mail@yorkshirecatrescue.org](mailto:mail@yorkshirecatrescue.org)

Dear Fundraiser

Thank you for your interest in supporting Yorkshire Cat Rescue.

People like you who fundraise for us are the reason that we can continue to save the lives of cats and kittens who are in desperate need. Your support helps us help these poor cats and kittens.

Yorkshire Cat Rescue was founded in 1992 by a group of women who - like you - wanted to make a difference. Over the years the charity has grown and now rescues around 1000 cats each year.

Our fundraising kit which is enclosed contains:

- A useful ideas leaflet
- Tips and guidelines
- Marketing advice
- Sponsor forms
- Return envelopes
- Cash for Cats - how to send money to Yorkshire Cat Rescue

Your support could save the life of a kitten like Lemoni. Lemoni and her brothers were found living in a tumbled-down shed near a busy by-pass. Aged only 8 weeks she had never been handled by humans and she was terrified when she came to our centre. The kittens were given sanctuary by our fosterers and over the course of a month both their health and their confidence improved. Lemoni and her brothers were neutered and all three found safe loving homes where they will be adored for the rest of their lives. **We could not save kittens like this if we did not have the support of people like you.**

If you have any questions, or want to share your success, please email us on [fundraising@yorkshirecatrescue.org](mailto:fundraising@yorkshirecatrescue.org). You can also visit our website [www.yorkshirecatrescue.org](http://www.yorkshirecatrescue.org) for ideas and to see pictures and stories of the cats you're helping.

Thank you from everyone at Yorkshire Cat Rescue.

Registered charity 1160138





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## **Stuff you need to know - and the legal bits**

### **The legal bits**

- If you're thinking of holding a collection on the street, or in any place that isn't private, you need to obtain a license from your local authority. This includes door to door collections, but you should be OK on private property. If you're collecting in a school or college, check with the person in charge to see if you need permission;
- If you are likely to have two or more people performing, it is a good idea to check with your local council to see if you need a Public Entertainment Licence;
- If you are selling alcohol you need a temporary licence (contact your local magistrate's court). You're OK to offer (for example) a free glass of wine with entry tickets. You could consider holding your event in a pub as you won't need to apply for a license;
- If you're selling food to the public, ask your local Environmental Health Dept for advice;
- Insurance - check that your venue has suitable insurance for your event;
- Data Protection - don't keep addresses and other details longer than your fundraising event, and don't give (or sell!) them to anyone without the owner's permission.

### **Other bits and bobs**

- Plan your event - don't bite off more than you can chew. Look at how much you can manage and work within your limits;
- Check the calendar - set your event for a day/time when it is good for you, and when it's appropriate to the season (if applicable);
- Publicise and market your event (see overleaf);
- Ask local businesses for donations of prizes. You'll be amazed at the things you'll get. Don't forget to thank them and to put the names of the businesses in your publicity etc.;
- Find friends who can use their skills to help you - eg creating posters, keeping records of tickets sold, bake or cook for your event and lots of other things;
- Find a good place to hold your event - with good parking and lots of footfall (people walking past);
- Please tidy up after your event - if you don't, you may give Yorkshire Cat Rescue a bad name;
- Be safety aware - check the venue for Health and Safety risks, and keep money safe - bank it as soon as you can. Body wallets or bum-bags are a good idea for keeping cash safe.



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### How we can help (contact us on [fundraising@yorkshirecatrescue.org](mailto:fundraising@yorkshirecatrescue.org))

- We can provide you with newsletters (and sometimes other leaflets etc) to distribute;
- We can provide you with table banners (subject to availability);
- We may be able to advertise your event on our social media platforms (eg Facebook)
- We can proof your poster/advert for accuracy
- We can lend you collecting boxes
- We can provide a vest if you're doing a running or other sporting event (contact us for details)
- We can do a "cheque presentation" photo afterwards at our centre. We have a suitable big cheque.

### What we can't do

- We can't give you prizes to use;
- We can't pay expenses up front (you can deduct reasonable costs from your takings - it's a good idea to keep receipts);
- We can't send a representative to attend your event.

**We know you love cats and want to help Yorkshire Cat Rescue. That's great! But please refer to us should any attendees ask cat-related questions. Ask them to contact our centre for help.**



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## Publicising your event

You are doing loads of work and planning and you're dreaming of raising tons of cash for the cats, but you could be disappointed if no one shows up, because you haven't publicised the event.

Here are some suggestions to help you raise awareness. Of course, not every suggestion will be appropriate to every event, but some of the suggestions will help you.

- Set up a fundraising page on [justgiving.com/yorkshirecatrescue](https://justgiving.com/yorkshirecatrescue) - this will raise both funds and awareness. Keep the page fresh with lots of updates and photos. Take photos of the event as well as photos of the build-up - you will continue to receive donations afterwards as supporters see your success (choose a closing date of some weeks after the event has taken place to ensure donations keep coming in)
- Share details of your event on social media platforms such as Facebook, Twitter etc. Ask your friends to share, even if they are unable to attend. Do this twice weekly at first and increase to daily for the couple of weeks before your event date. You can also share your Just Giving page on Facebook etc and ask your friends to share it for you
- If you have a works magazine or newsletter, ask if you can publish your event there
- Approach your local newspaper - they love it if you write the story for them and if you send good quality pictures. You can contact them again afterwards to tell them how it went - perhaps you could send them a "cheque presentation" photo
- If you're collecting sponsor money on a paper form, approach your most generous donors first - their larger donations will set a precedent and encourage people to give more
- Get posters and banners drawn up - these can be displayed in lots of places and will increase attendance at your event. Why not ask your local printer if they will donate the printing for you? They may do this and put their logo on the poster to promote their company too. Schools, colleges, work noticeboards, busy shops etc are all good places to put your poster (but remember to get permission). If you use pictures from the Internet for your posters, please make sure they are free of copyright.

**Cat pictures work wonders!**



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- Tell all the young people you know - school and college students - they will tell their friends and spread the word
  - If you have a collecting box make sure it is displayed in a prominent (but safe) place. Pictures on the side of cats and kittens draw cat lovers in
  - Tell us about your event - [fundraising@yorkshirecatrescue.org](mailto:fundraising@yorkshirecatrescue.org) - we can add it to our Facebook and other social media platforms and may be able to include it on our website.

**[JUSTGIVING.COM/YORKSHIRECATRESCUE](https://justgiving.com/yorkshirecatrescue)**



## Cash for Cats

How to send money to Yorkshire Cat Rescue

Please use this form to send money from your fundraising event to  
Yorkshire Cat Rescue

**Your Name:**

**Address:**

**Postcode:**

**Email address:**

I'd like to receive newsletters: monthly by email / quarterly by post / not at all / I already get them  
(We promise we will not pass on your details and we will keep them safe)

**How much did you raise?**

**Please tell us how you raised the money:**

**Please tick as appropriate:**

☐ I enclose a cheque/CAF Voucher (please send to the address below)

☐ I have paid the money into YCR's bank account - sort code 05-05-35, account  
number 17488411

☐ I will telephone 01535 647184 and pay by credit/debit card over the phone

*giftaid it*

Convert every £1 you give into £1.25 - at no extra cost to you.  
Simply fill in your details and tick the Gift Aid box if you're a UK  
taxpayer.

☐ Please tick here - Yes I want to Gift Aid any donations made to Yorkshire Cat Rescue now, in the future and in  
the past four years. I am a UK taxpayer and I understand that if I pay less Income and/or Capital Gains Tax than the  
amount of Gift Aid claimed on all my donations in the relevant tax year, it is my responsibility to pay any difference.  
(Please contact us if you want to cancel or amend this declaration, if you no longer pay sufficient Income and/or  
Capital Gains Tax or if you change address. We are obliged to hold your address should we make any Gift Aid claim  
... if we do not have this, we may not be able to claim Gift Aid on your donations. (See below for more information  
about Gift Aid).

☐ This is my own money

☐ This is money I have raised





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Thank you for fundraising for Yorkshire Cat Rescue. We need every penny we can raise to help the cats who need us. Thank you for being part of the solution.

Please contact us if you have any queries: [fundraising@yorkshirecatrescue.org](mailto:fundraising@yorkshirecatrescue.org)

## *giftaid it*

It's no secret. At Yorkshire Cat Rescue the taxman is our friend.

That's because each month we claim nearly £2000 from the taxman in Gift Aid.

This is thanks to kind people like yourself who, when they donate, sign a declaration to say that Yorkshire Cat Rescue can ask the taxman to give back the tax they've already paid. This is called Gift Aid and the tax paid is donated directly to Yorkshire Cat Rescue.

The donors have to be UK taxpayers and they have to have paid sufficient tax in the tax year in which to cover the amount claimed by all charities to which they make a Gift Aid declaration. The donors must also GIVE the money - they can't receive something for it.

So you can't Gift Aid if you've paid for something. Nor can you Gift Aid if you have raised the money by fundraising.

HOWEVER, your supporters and sponsors can Gift Aid their donations to you if you're doing a sponsored event, and you can Gift Aid the money if you have sold something and are donating the proceeds to Yorkshire Cat Rescue (or another charity).

A donation of

£1 will attract Gift Aid of 25p;

£10 will attract Gift Aid of £2.50;

£100 will attract Gift Aid of £25

£1000 will attract Gift Aid of £250

This shows how the total rises if your supporters can Gift Aid their donations.

So, in order for us to magically turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations. If every supporter who qualifies agrees to Gift Aid their donation, we will be able to raise even more money to help the cats and kittens who need us so much.