



# Calling All Animal Heroes!

A Parent, Teacher & Youth Guide to Fund-raising with IFAW

*Dear Parents, Teachers and Students:*

*Since our founding more than 40 years, the International Fund for Animal Welfare (IFAW) has grown in to one of the leading international organizations protecting animals around the globe.*

*We work passionately to save animals in crisis, but the challenges continue. The contributions you raise combined with the generosity of others, will enable us to continue protecting dogs and cats from cruelty, elephants and other wildlife threatened by poaching and habitat loss, and whales and seals in danger from inhumane hunts.*

*Your gift can also help us launch new initiatives and respond quickly when unexpected disasters make animals especially vulnerable.*

*On behalf of all the animals who need us, thank you for becoming an IFAW Animal Hero!*

*Sincerely,*

Nancy Barr  
Senior Manager,  
Education &  
Marketing

Christine Jones  
Outreach Coordinator



## Fund-raising Planning Suggestions

Whatever fund-raising activity you plan, enjoy it and have fun, knowing that the contributions you raise will help save the animals in crisis around the world and ensure that they will survive and thrive.

Your hard work, enthusiasm and commitment has never been more important or appreciated!

### Step 1: What will you do?

Choose an event or activity that will be fun and that you think others will want to come to, help with or support. The ideas below and on the next page provide examples of what other kids have done, but you and your children or students can always think of a different one that works best for you. Feel free to be creative!

- **Sponsored activity** such as a walk-a-thon, bike-a-thon, read-a-thon or other activity. (There's a sponsor form in this pack.)

These activities can help animals and be good for you too! How about a March for Elephants, Jump for Whales, Ride to the Rescue or Swim for Seals... You get the idea!

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You can help to make a difference for animals in crisis around the world!

- **Art show or Auction** of original works created by your students or group.
- **Healthy Snacks Stand**, Car Wash, Used Books or Tag Sale
- **Talent Show**, Concert, Karaoke, Dance Contest, or Animal-kind Fashion Show
- **Recycle** Cans and Bottles

NOTE: Charitable fund-raising is a regulated activity in many states. We recommend that you contact your school board or local police department before your event to make sure that you have any necessary permits or authorizations. Event organizers are responsible for making sure that the event is run in compliance with federal, state and local regulations.

## **Step 2: Tell us about it**

Let us know so we can help. Please fill out the IFAW Animal Heroes Fund-raising Event Form (ideally 30 days in advance of the fund-raiser). This will serve as a primary source of information for us regarding your event and will help you with some logistical considerations. It will also promote correct usage of IFAW's name and/or logo while ensuring charity identification.

## **Step 3: Establish a goal**

You may want to establish a financial goal with your children or students and then have them help identify both expenses and possible sources of income.

Many people and businesses are happy to donate goods or services, if asked. Brainstorm with your students a list of people and/or local business owners who might be willing to help support your event in this way.

Some examples of what types of help other events have received are:

- A local celebrity attended the event.
- A neighborhood restaurant and grocery store donated food.
- A hotel, church and community group donated space.
- A print shop donated flyer copies.
- Local merchants donated auction items.
- A local grocery store allowed students to sell baked goods or fund-raising products.
- A local service club agreed to cosponsor and provide additional help for the event

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*I meant what I said and  
I said what I meant.  
An elephant's faithful  
one hundred percent.  
- Dr. Seuss*



## **Step 4: Spread the word**

Shout out to everyone about your event! The best way to have lots of people come to your event is to let as many people as you can know about it in as many creative ways that you can think of, such as:

- Contact your local newspaper, radio and community TV stations.
- Draft a short and catchy press release to grab the reader's attention. Include a quote and, if possible, a photo. It's a great way to get free publicity for your event and also identify potential sponsors.
- Ask adults to spread the word by emailing their friends, posting the event on Facebook or tweeting their contacts.
- Make and hang posters at local schools, businesses, libraries, community centers and other public venues. Flyers are also good. Make sure to get permission first!
- Encourage the people you know to donate to your fund-raiser even if they can't attend the event.

## **Step 5: After Your Fund-raiser**

(ideally within 30 days after the fund-raiser)

Please submit the contributions you raised along with a copy of your **IFAW Animal Heroes Fund-raising Event Form** to the address below.

Check(s) or money order(s) should be made out to: **International Fund for Animal Welfare** with the name of the group/event and/or Animal Heroes in the notes field. (Please do not send cash.) Contributions are tax-deductible.

Don't forget to say a big thank you to your contributors and supporters. Let everyone who participated in or donated to your fund-raiser know that you appreciate their support. Let them know how much money was raised and that IFAW will use their contributions to protect wildlife and animal companions around the world.

Lastly, please let us know how your fund-raiser went! We'd love to see pictures!

Please email any questions and feedback and mail your forms (pre- and post-event) and donations to:

**Christine Jones**  
**IFAW International Headquarters**  
**290 Summer Street**  
**Yarmouth Port, MA 02675**  
**Email: [cjones@ifaw.org](mailto:cjones@ifaw.org)**  
**Phone: 508-744-2081**



We are so appreciative of all the young people and their adult advisors who raise funds to help IFAW help animals worldwide!

To thank you on behalf of the animals, IFAW will send you an awesome **Animal Hero** wildlife pin for each individual donation of \$15 or more.

Group fund-raisers will receive up to 20 **Animal Hero** pins for each \$250 in donations to IFAW.

We hope that you will wear your pin proudly to show everyone that you're an animal hero!

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# IFAW Animal Heroes Fund-raising Event Form

Thank you for caring about animals. We greatly appreciate your interest and desire to organize a fund-raising event to raise contributions (hereinafter referred to as "Fund-raiser"). In connection with the Fund-raiser and in benefit to IFAW, you may use IFAW's name and logo, subject to the terms and conditions of this Permission.

It is our understanding that you will collect contributions from the Fund-raiser and deliver them to IFAW. We also understand that you intend to use our name and logo only in connection with the marketing and promotion of the Fund-raiser to the general public.

You may use the name and logo in the United States, its territories and possessions, during the dates indicated below or for a period of up to 90 days in accordance with the terms of this Permission, unless IFAW, in its sole discretion, and exercising reasonable judgment, determines that your use of our name and logo is inconsistent with this Permission, outside the scope of this Permission, or otherwise jeopardizes IFAW ownership and/or rights in and to the name and logo or IFAW's reputation or ability to conduct its business.

Again, thank you for supporting IFAW. Your help, generosity and passion for animals is greatly appreciated.

Please provide the following background information:

Name of Responsible Adult: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Describe yourself:  Student  Parent  Teacher/school employee  Group/Club Leader

Other: \_\_\_\_\_

Type of Fund-raiser: \_\_\_\_\_

Name of School/Group Name involved as host or sponsor (if applicable): \_\_\_\_\_

\_\_\_\_\_ # of group participants \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Location of Event: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_ Estimated Donation to IFAW: \_\_\_\_\_

Expected date for submission of contributions: \_\_\_\_\_

(Please note that sending contributions within 30 days of your fund-raiser is ideal.

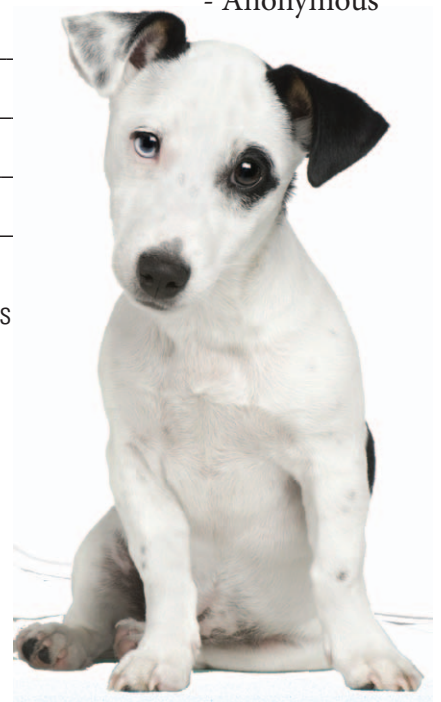
Special gifts for including your fund-raiser story/images will be mailed to the address provided above with 4 weeks of receipt of your donations.)

\_\_\_\_\_ Yes, I want to receive information from IFAW.

IFAW may contact you by e-mail, telephone or postal mail. Please visit <http://www.ifaw.org> or call 800-932-4329 to change how we manage your information or obtain a copy of our Privacy Policy.

*My goal in life is to be as good a person as my dog already thinks I am.*

- Anonymous



# Join the IFAW Animal Heroes Campaign! Protect Animals and Habitat Worldwide

Make a donation to the International Fund for Animal Welfare and help \_\_\_\_\_ raise \$ \_\_\_\_\_  
 to become an **IFAW Animal Hero**. Your Name Your Goal

Raise \$15  
 or more to  
 receive an  
 awesome  
 Animal Hero  
 wildlife pin!



	Name	Address	City	State	Zip Code	E-mail	Donation Amount Please make checks payable to "IFAW"
1							\$
2							\$
3							\$
4							\$
5							\$
6							\$
7							\$
8							\$
9							\$
10							\$
11							\$
12							\$
13							\$
14							\$
15							\$

Your Name \_\_\_\_\_ Address \_\_\_\_\_ Birth date \_\_\_\_/\_\_\_\_/\_\_\_\_

Total donations enclosed: \$ \_\_\_\_\_ Parent/Guardian Name \_\_\_\_\_ Email: \_\_\_\_\_

**THANK YOU!** Send completed form(s) with donation check(s) to: IFAW Animal Heroes, 290 Summer Street, Yarmouthport MA 02675.

**If you raised \$15 or more, you have qualified to receive a limited edition Animal Hero pin! Please allow 6-8 weeks for delivery by mail to the address you provide above.**