



**mare & foal**  
**SANCTUARY**  
*Kindness, Care and Knowledge*



Registered with  
**FUNDRAISING  
REGULATOR**



# FUNDRAISING PACK



# THANK YOU

We can't thank you enough for choosing to support the Mare and Foal Sanctuary. You're going above and beyond to help us rescue, rehabilitate and rehome as many horses and ponies as we can as well as sharing kindness, care and knowledge.

You'll find everything you need in this pack to get your fundraising started whether you're looking for new ideas or top tips on promoting your event, from bake sales and bungee jumps to coffee mornings and quiz nights.

If you need any further help or additional fundraising resources, then call us on **01626 882660** or email our Fundraising Team at [fundraising@mareandfoal.org](mailto:fundraising@mareandfoal.org) who will be able to help you plan, prepare and promote!



# WHAT WE DO

Our core purpose will always be the welfare of horses. Like you, we love and value horses and ponies. We believe that as sentient beings they deserve our kindness and care. Unfortunately, there is still a need to rescue, rehabilitate and rehome horses and ponies – and to educate people about how to care for them.

We also have lived experience of how horses have made a difference to our lives. We understand how contact with horses and ponies can be therapeutic for people of all ages and how getting out into nature and caring for them can be good for our health and wellbeing. The heart of the charity is expressed in our values of kindness, care and knowledge.

## Beech Trees

Every horse that comes into our care now arrives at our Beech Trees Veterinary and Welfare Centre based next to Honeysuckle Farm.

This specialist centre not only provides excellent facilities for managing welfare and giving care to new horses, but also provides space for our resident vet, Richard to carry out a wide range of operations and treatment.

## Yelverton

Our yard in Yelverton is our most recent acquisition within the Dartmoor National Park. After merging with South West Equine Protection in 2018, this yard provides us with a much larger presence on Dartmoor and pony keeper rights, and is enabling us to further our involvement directly with pony keepers on Dartmoor.

We're so excited as we now have a new building with brilliant facilities enabling us to expand our work looking after the welfare needs of the moorland ponies across Dartmoor and Bodmin Moor.

## Coombe Park

Is our main rehoming centre and is currently home to around 35 horses and ponies of all shapes and sizes. The centre is also home to our expanding education and therapy programme.

## Honeysuckle

Once initial veterinary examinations and welfare checks have been carried out at Beech Tress, new horses spend time at Honeysuckle Farm to begin their journey of rehabilitation, treatment and training.

## South Manor

This beautiful farm is our retirement stable for horses and ponies who cannot be rehomed due to old age and the special needs that such age brings.

Here these elders of the horse world live out their final weeks, months or years with a small team of dedicated and compassionate staff in as relaxed and comfortable an environment as possible, with access to all the treatment, care and love they so deserve.

## Upcott Park

Located in North Devon, Upcott Park has 130 acres, enabling us to care for up to 50 horses in larger herds.

The farm is run with a pro-biodiversity and natural equine management model with horses living out 24 hours a day, allowing them to benefit from freedom and fresh air.

# SUCCESS STORIES



## Maisie

Maisie is a champion fundraiser who raises money through pageants and competitions. Maisie and her mum have one of our donation pots displayed pride of place in their tack shop and they also take it out on the road with them to trade shows.

## Katie

Katie took the plunge and travelled to Manchester to bungee jump off a 160ft crane, with her gallant partner Richard. She said: "The bungee jump team suggested we look around and take in the beautiful sights of Manchester, but my eyes were closed from the moment the crane left the ground - it was absolutely terrifying, and did nothing for my fear of heights, but it was an experience I won't forget!"

They raised over £450 for the Mare and Foal Sanctuary, and they are already looking for our next challenge!



## Nicola

Nicola took part in the Jurassic Coast Challenge – a 100km (62 mile) endurance event which sees more than 3,000 people running the spectacular Dorset coastline over two days.

Nicola came in 235th overall and 139th out of the women, saying: "It was amazing but genuinely the toughest most difficult thing physically and mentally I've ever done." Nicola has so far raised more than £200 for the Sanctuary.

# A-Z FUNDRAISING IDEAS



## Abseil

Abseil down a cliff, building or bridge but remember - don't look down!



## Bake Sale/Bungee Jump

Ready, set, BAKE! Host your very own bake sale.



## Coffee Morning

Put the kettle on and gather your friends for a cuppa and a slice of cake.



## Dinner Party

Host a series of Come Dine with Me dinner parties and see who's the best chef.



## Ebay

Unwanted Christmas presents, old clothes or antiques? Auction off your unwanted items and share the profits.



## Fancy Dress

Find the silliest outfit and wear it with pride! Get your family, friends and colleagues involved too.



## Guess the Weight

Fill a jar with as many sweets as you can and get people to pay £1 to guess the weight. The winner gets to keep the sweets.



## Horseshoe Throwing

Who can throw the farthest? Test your skills with family and friends.



## International Food Night

Prepare a feast with international dishes. Get your friends to pay £1 to taste their way around the world.



## John O' Groats to Lands' End

Test your fitness by taking on this ultimate challenge. Cycle from the top to the bottom of Britain for this great cause.



## Knitting

Knit a herd of horses and sell them at a table-top sale.



## Ladies Who Lunch

Gather the girls for Ladies Day and get dressed up in your finest outfits.



## Marathon

Walk, run or jog 26.2 miles.



## Non-uniform Day

Get the whole school involved by encouraging them to ditch the uniform for a day or get your colleagues involved with a dress-down Friday.



## Underwear as Outerwear

Dare to bare all by wearing your underwear on top of your clothes for a whole day.



## Variety Show

You're a talented bunch so why not sing, dance or juggle at a charity variety show.



## Wax

Put your pain threshold to the test by waxing your legs or chest. Not for the faint-hearted!



## Xbox Tournament

Gather the gamers for an Xbox tournament of winner stays on. Pay a fee to enter and beat off the competition to become the ultimate gaming champion.



## Year Without

Think about what would be hard to spend a year without. Give up smoking, drinking or even your chocolate and get your friends to sponsor you to do it.



## Zip-wire

Glide through the air on a dare-devil zip-wire.



## Office Fundraising

Get the whole office involved and hold a fundraising day together.



## Pony Parade

Belong to a pony club? Get everyone involved in a pony parade with prizes for the prettiest pony.



## Quiz Night PDF Quiz Sheet

Host your own quiz night using our tricky horse trivia question and answer sheets.



## Raffle

Gather some donated prizes or unwanted presents and sell raffle tickets.



## Sponsored Silence

Test yourself by not talking for a whole day, week or even a month!



## Tug-of-war

Mum v Dad, Scouts v Guides or you v your boss. Take on a tug-of-war and see who comes out on top.



# GIFT AID

Don't forget to promote gift aid to your supporters who are UK taxpayers or those that have a UK pension. Adding gift aid doesn't cost anything and is the perfect way to maximise their donation. We can increase the donation by reclaiming an extra 25p from the government for every pound they donate. For example, if they gave £10 to your fundraiser, the government top-up means we would receive £12.50. This extra money could provide enrichment toys for our horses and ponies such as Salt Licks.

# TOP TIPS FOR FUNDRAISING

1. Pick something you enjoy. You might have to spend extra time planning or training so make sure you're enjoying it along the way.
2. Create a list of all the groups of people who can help you with your fundraiser. Start close to home with family and friends and work your way out to colleagues and local businesses.
3. Make sure you plan ahead. Keep your target in mind and factor in any materials you have to buy or training you have to complete. If you're running a marathon, create a training programme so you're prepared for the big day.
4. Let us know about your fundraising efforts and we'll give you as much support as we can.
5. Celebrate your amazing achievements. You're helping us to help the beautiful horses and ponies.



# SETTING TARGETS

Setting a target encourages your supporters to donate more money. Make sure you're realistic about what you can achieve but don't be afraid to aim high. Let your supporters know how much it really costs to help the ponies in our care. For example:

-  £5 could be used to buy antibiotics for a poorly horse
-  £10 could be used to buy a basic grooming kit
-  £25 could be used for a equine passport
-  £50 could go towards a new rug to keep a pony warm during the winter

# PROMOTING YOUR FUNDRAISING

## JustGiving™

The best way to promote your fundraising is by creating a JustGiving page. Let everyone know what you're doing, when you're doing it, and why. Set a realistic target, add photos and share across social media. You can even let your supporters know how you're getting on with updates on your progress. Don't forget to celebrate your supporters too with thank yous when you reach a fundraising milestone! To set up your JustGiving fundraising page head to [www.justgiving.com/mareandfoal](http://www.justgiving.com/mareandfoal).

## Social media

Use a range of social media platforms to share your event or challenge. Post your JustGiving page at the end of every month so you can capture donations on pay day. You can also add a profile banner advertising your fundraising efforts or change your profile picture.

## Press

Promote your fundraising efforts in local newspapers and magazines. If you need additional help promoting your event, then email our Press Officer at: [press@mareandfoal.org](mailto:press@mareandfoal.org).

## Tell us your story

You'll find that donations come from the unlikeliest of places so make sure to tell us about your fundraising challenge and we can share it with our supporters on social media and by email. You inspire us and you'll certainly inspire others!



# PAYING IN YOUR FUNDS

## By post

Pop cheques in a secure envelope and post them to us at **The Fundraising Team, The Mare and Foal Sanctuary, Unit 2, Olympus Business Park, Kingsteignton Road, Newton Abbot, TQ12 2SN**. Make sure to include your sponsorship forms, any cheques made payable to The Mare and Foal Sanctuary, and a note telling us about your amazing fundraising efforts.

## Online

You can pay your funds into us directly through JustGiving or if you have set up a JustGiving Fundraising page, the money will be transferred directly to us.

## Phone

You can pay in your donations to us over the phone by calling Supporter Services on **01626 882660**. Our friendly Supporter Services team will also be able to provide you with details on how you can pay in your funds by BACS.

# LEGAL

It's important to ensure that your fundraiser is legal and you're compliant with General Data Protection Regulation (GDPR). If you collect any information about your supporters or people who attended your event, make sure you keep the information safe and don't keep it for any longer than you need to. Ensure you're abiding by GDPR and don't share this information with anybody else, unless you have permission to do so. If you have any questions about compliance, do give us a call on **01626 882660**.

## Raffles, Lotteries and Collections

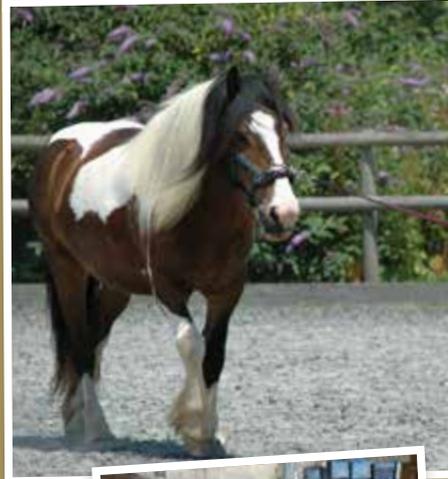
If you're planning a collection on behalf of The Mare and Foal Sanctuary, please let us know by emailing us at [fundraising@mareandfoal.org](mailto:fundraising@mareandfoal.org). If your collection is taking place in a public space, you will need a licence from your local authority. If your collection is on private-land, you'll just need the permission of the land/business owner. We can help you identify who you need to contact so do get in touch. Raffles and lotteries may also be subject to laws and licences.

If you make any fundraising materials yourself, you'll need to add our registered charity number. We can also make branded fundraising materials for you with our logo and charity number.

### Registered Charity Number: 1141831

Please follow basic health and safety and hygiene procedures when organising a bake sale or catered event. Label foods clearly with possible allergens and let people know which items are vegan or gluten-free if they are on offer.

You may need a first aider if you've organised an event. St John's Ambulance or the British Red Cross can help you with training or provide a first aider for your event. Find out more information about how St John's Ambulance can help you using the link below: [www.sja.org.uk/sja/what-we-do/event-services.aspx](http://www.sja.org.uk/sja/what-we-do/event-services.aspx)





## The Mare & Foal Sanctuary

Honeysuckle Farm, Haccombe-with-Combe,  
Newton Abbot TQ12 4SA

The Mare & Foal Sanctuary is a Registered  
Charity Number 1141831 in England and Wales

