MISSION RABIES

FUNDRAISING GUIDE

ACROSS THE WORLD
100 CHILDREN DIE FROM RABIES EVERY DAY
TOGETHER - WE CAN CHANGE THAT
Thank you for fundraising for Mission Rabies

Rabies results in the death of a child every nine minutes. You are changing this.

Mission Rabies was launched after witnessing the devastating suffering inflicted on victims and their families by the world’s deadliest zoonotic disease. Since 2013, we have implemented programmes to eliminate rabies in targeted global hotspots where our efforts have been rewarded by incredible results. There is still a huge amount more to do.

The money you raise will make a massive difference; whether it funds vital dog catching equipment, vaccination teams, employs a teacher to deliver lifesaving rabies education to children in remote rural areas, or supports the rabies hotline and Emergency Response Team who can act if a rabid dog is found, all of these areas are vital in our quest to save lives.

Previous fundraisers who have joined us on trips have had a brilliant time. They have also inspired all of us with their energy, enthusiasm, and commitment. We are so grateful for all the hard work you are putting into supporting us and can’t wait to hear how it goes.

Welcome to the team—it’s fantastic to have you on board!

With very best wishes and rock on,

Luke Gamble
CEO Mission Rabies
ABOUT RABIES

THE PROBLEM

- Rabies is a neglected tropical disease, that affects the world’s poorest and most vulnerable populations.
- ‘The world’s deadliest disease’, rabies has a 100% fatality rate when symptoms develop.
- Rabies is 100% vaccine-preventable.
- 59,000 people die from rabies each year, many of whom are children.
- 99% of human rabies cases come from dogs.
- 95% of human rabies cases are in Africa and Asia.
- Fear of rabies and the lack of an alternative solution, leads to the indiscriminate or inhumane deaths of thousands of dogs.

THE SOLUTION

- World Health Organisation’s (WHO) advice is that rabies can be eliminated by mass dog vaccination campaigns.
- Vaccinating 70% of the dog population in a specified area will create herd immunity, preventing the spread of rabies to humans and eliminating the disease in the long term.
- Dog vaccinations are the most cost-effective method of rabies elimination.
ABOUT US

500,000 dogs vaccinated, 700,000 children educated, 64,000 dogs neutered

Launched in 2013, Mission Rabies delivers mass vaccination campaigns in rabies hotspots in Africa and Asia, accompanied by post-vaccination surveys to ensure we reach the golden 70% of the dog population. **Our mission is to eliminate rabies by 2030.** We also deliver lifesaving education to schools and community hubs, to ensure the disease is being tackled from all angles.

Our projects are targeted at high-risk areas, such as India, which records a third of all rabies cases and Malawi, where one hospital registered the highest rates of child rabies in Africa before we began working there. We also currently run projects in rabies-endemic Sri Lanka and Tanzania. We always work alongside fantastic local partner charities, whose knowledge and experience supports the projects.

To ensure that our work is scientifically robust and to add to the global data on the rabies disease, Mission Rabies has developed the Mission Rabies App, a state of the art epidemiological application that allows us to record every vaccine given. With this data and in collaboration with the University of Edinburgh, we are conducting new scientific research which is adding to global knowledge of this neglected disease.

![Mission Rabies App](image)

**2016 EXPENDITURE**

- **50p** teaches a child how to protect themselves from rabies
- **£5** buys a rapid rabies test kit, which allows us to diagnose rabies within 10 minutes
- **£15** vaccinates 10 dogs against rabies for a whole year
- **£50** equips one team of animal handlers with catching nets to safely and humanely catch and vaccinate stray dogs
- **£200** will staff our emergency rabies hotline for a month
- **£1000** provides an entire vaccinating team with a vet, animal handlers and data collector for a month
YOUR MISSION!
Following these four steps—with a healthy dose of enthusiasm and creativity—will set you on the path to successful fundraising.

1. IT ALL STARTS WITH A GOOD IDEA

ON YOUR OWN

Go Without - donate the price of your coffee or takeaway for a month.
Request one of our collection pots and ask your local café, shop or vet practice to fundraise for you!

WITH FRIENDS & COLLEAGUES

Turn your night in with friends, or a day at the office into a fundraiser!
Hold a dinner party and have your friends pay what they would have paid for a meal out. Or hold a sweepstake on a big sporting event (Grand National) or TV competition (X-Factor final).
Alternatively, hold a dress down day or bake sale in the office.

USE YOUR HOBBIES

Fundraising doesn’t have to be hard - use what you’ve got!
Are you a member of a sports team, craft society or dance class? Host a football tournament, a knit-a-thon or a variety performance and charge participation fees, get sponsored or sell tickets.

HOLD AN EVENT

Whether its a live music night, a pub quiz, a fashion show or a fete, fundraise through ticket sales or participation fees, raising awareness for Mission Rabies’ work with the general public at the same time. Boost your funds by selling food and drink or by holding a raffle (ask local businesses to donate prizes).

CHALLENGE YOURSELF

The classic fundraiser! Take on a challenge and get sponsorship—anything from shaving your head to running a marathon!
**A-Z OF FUNDRAISING**

**A** - Afternoon tea, Auction, Art Exhibition

**B** - Book Sale, Bake Off, Board Game Marathon

**C** - Car Boot Sale, Crochet-a-thon, Clothes Swap

**D** - Dog Walk, Dinner Party, Duck Race

**E** - Ebay Your Items, Eighties Night, Easter Egg Hunt

**F** - Football Match, Fashion Show, Film-a-Thon

**G** - Go-Without, Golf Tournament, Garden Party

**H** - Head Shave, Hula-Hoop Contest, Halloween

**I** - India Themed Party, Ironing, Inflatable Fun Day

**J** - Jazz Night, Jailbreak, Jewellery Making

**K** - Karaoke, Kite Flying, Kickboxing

**L** - Lottery, Litter Picking, Long Distance Walks

**M** - Marathon, Masked Ball, Murder Mystery

**N** - Name the Teddy, Non-Uniform Day, Nature Trail

**O** - Odd Jobs, Open Garden, Office Olympics

**P** - Pub Crawl, Pirate Party, Parachute Jump

**Q** - QUIZ!

**R** - Record Breaker, Raffle, Rounder’s Tournament

**S** - Sponsored Silence, Silly Games Evening, Swear Box

**T** - Triathlon, Twister Competition, Treasure Hunt

**U** - Unwanted Gift Sale, Unicycle Race, University Challenge

**V** - Vegetarian Evening, Valentine’s Event, Variety Show

**W** - Wine Tasting, Water Sports, Who’s That Baby?

**X** - X-Factor

**Y** - Yoga, Yard of Ale Challenge, Yellow Themed Event (Mission Rabies Colour)

**Z** - Zodiac Evening, Zumba, Zoo-Themed party
So you’ve got an idea - what next? Time to plan!

- **Logistics**— pick a date and arrange a venue if needed. Book any services that you need and buy any supplies.
- Set a **target** for how much you want to raise and work backwards, deciding what you need to do to get there.
- **Theme**—give your fundraiser a special selling point by using a theme—it could be a ‘rabid’ run or cake ‘bite’ sale, perhaps use the Mission Rabies colour and theme your event yellow or one of our project countries.

  - **Challenge Events**— Speak to Mission Rabies if you are doing a challenge event—we may have charity places. Companies such as Discover Adventure offer fundraising adventure trips, with a range from the UK Three Peaks to Machu Picchu or alternatively you could arrange it yourself—we’re happy to help with any queries.
  - Arrange any **Health and Safety** provision that is required and obtain any licences (see page 11 for more).

**RESOURCES**

The following resources are available on the Mission Rabies website:

- Photographs of Mission Rabies, promotional videos available on our YouTube channel.
- Posters, gift aid, donation, and sponsorship forms, template press releases.

Please contact us for more information about:

- A PowerPoint Presentation on Mission Rabies’ work.
- Additional merchandise such as t-shirts and wristbands.
- Collection pots.

**USEFUL CONTACTS**

**Challenge Events:** Discover Adventure—discoveradventure.com

**Cycling:** British Cycling—britishcycling.org.uk

**Walking/Trekking:** British Mountaineering Council—thebmc.co.uk, Long Distance Walkers Association—ldwa.org.uk, Ramblers—ramblers.org.uk

**Swimming:** Home of Swimming—swimming.org River and Lake Swimming Association—river-swimming.co.uk Outdoor Swimming Society—outdoorswimmingsociety.com

**Running:** Run Britain—runbritain.com, Marathon Runner’s Diary marathonrunnersdiary.com

**Just Giving** justgiving.com/missionrabies

**Give as You Live** giveasyoulive.com

**Food Standards Agency:** food.gov.uk

**Health and Safety Executive:** hse.gov.uk

**St. John Ambulance:** sja.org.uk

**Institute of Fundraising:** www.institute-of-fundraising.org.uk

**Lotteries and raffles:** www.gamblingcommission.gov.uk

**Licensing:** For information and advice about obtaining any required licences: gov.uk/find-your-local-council
3. **DOUBLE YOUR MONEY**

So you’ve got an idea and you’ve begun to plan. Consider these ideas to make sure your event is a success and raises as much money as possible:

- **Publicise** - wherever you can! Share your fundraiser on social media, send your local paper a press release, put up flyers in your community, add your Just Giving Page to your email signature or ask your favourite café to keep a sponsorship form for you.

- See if your **workplace or school** could help, whether its matched donations, use of a building or hosting a sponsored fancy dress day.

- If you are raising funds and **volunteering** with us you can try contacting the Lions Club, Rotary or small church trusts in your area.

- Often a small **add on the day**, means more money raised for your efforts. Hold a raffle, sell cakes or have an extra collection.

- **Ask local businesses** for help; whether its for raffle donations, a discount on equipment you need for the event or even a donation.

- **Gift Aid** (see page 11).

Keep us in the loop with your plans and we can share you efforts on our social media, tapping into a network of Mission Rabies supporters. We are @MissionRabies on Twitter and Instagram and [www.facebook.com/missionrabies](http://www.facebook.com/missionrabies)
4. PAYING IN YOUR MONEY

JUST GIVING

Mission Rabies has a Just Giving page at www.justgiving.com/missionrabies.

Set up your own Just Giving page and link it to Mission Rabies so everyone can see your efforts! Tell people why you are fundraising, make it personal with photos, training or preparation videos and event information.

Fundraising is a social activity and people are more likely to give what other people have - so get a good first pledge to encourage others to be generous!

Please only use Just Giving as a fundraising device and not to pay in money fundraised through other means.

MISSION RABIES WEBSITE

Send your donors/sponsors to www.missionrabies.com/donate where they can make a card payment of any value. Be sure to tell them to inform us the donation is for your fundraising campaign, in the comments box.

POST

Collect the money yourself and post us a cheque to Mission Rabies, along with a donation form and any relevant Gift Aid Declaration forms to:

Mission Rabies, 4 Castle Street, Cranborne, Dorset, BH21 5PZ, United Kingdom

BANK TRANSFER

Account Name: Mission Rabies
Barclays Leicester UK
SORT CODE: 20 72 37
ACCOUNT NUMBER: 63750760

SWIFT/BIC: BARCGB22
IBAN: GB44BARC20723763750760
Reference: Your surname Fundraising

Please help us reach dogs and people in need by paying in your donations within three months of your fundraiser.
THE LEGAL BITS

For fundraisers outside the UK, please research your own country’s fundraising laws. Fundraising is all about having fun and raising money but it’s also subject to UK laws and legislation. Don’t worry though we’ve got a handy summary for you and we’re always here to help with any queries you might have.

Terminology

Please ensure that you, and any fundraising materials you use, state you are volunteering ‘in aid of’ rather than ‘for’ Mission Rabies—this means that you are not employee of, or working directly for Mission Rabies.

Raffles

- For small raffles, you must charge a standard price for each ticket and sell tickets and draw the winner on the day.
- For lotteries over a longer period or to sell tickets at more than one venue, you will need to purchase a local lottery license from your local council.

Collection Pots

- If you are using one of our collection pots, we have a procedure to ensure everything is legal. This will be provided when you request a collection pot.

For any other type of collection, the following rules apply:

- Collection on private property such as pubs or supermarkets require written permission from the owner or manager. Keep this with you when collecting.
- Collecting funds in the street, in any public place, or house-to-house requires a licence from your local council.

Health and Safety

You should consider doing a risk assessment for any event, researching any required licences such as sale of alcohol, consider whether your event requires first aiders, that it complies with Food Safety and that any volunteers you have are properly provided for.

Data Protection

Be careful with any personal data you collect (such as sponsorship forms) which is protected by the Data Protection Act 1998. Store data safely, don’t keep it longer than necessary and don’t share information or data about someone without their permission.

Gift Aid

Gift Aid allows Mission Rabies to claim 25p back on every £1 you raise. Donors must be UK Income or Capital Gains tax payers and must provide their name and address with their donation in order for us to claim. In the Mission Rabies fundraising resources section of the website, you will find a sponsorship form and a Gift Aid declaration form that you can use to ensure this is done correctly. Gift Aid cannot be claimed on tickets as these are classed as profit.

Visit www.institute-offundraising.org.uk for further advice or get in touch with us, we are happy to help!
THANK YOU

FOR YOUR SUPPORT

THE MONEY YOU RAISE WILL SAVE LIVES

WE ARE ALWAYS HAPPY TO HELP WITH ANY QUESTIONS YOU HAVE OR ADVICE YOU NEED.

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