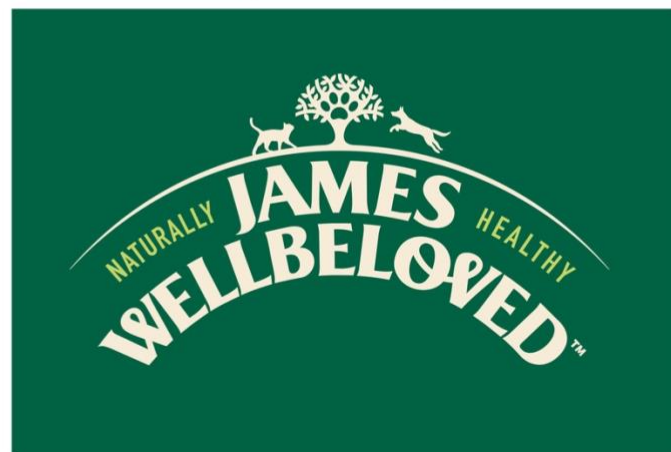




Event Brief for Community Partners
Everything you need to know to make our Santa Paws the best event ever!

Monday 21st November – Saturday 24th December

Sponsored by



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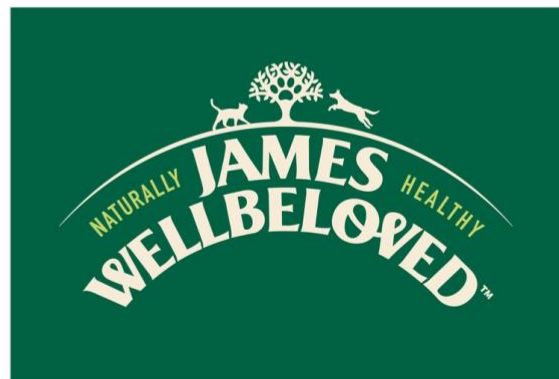
A reminder: what is the Santa Paws appeal?

The Santa Paws appeal is the flagship fundraising event organised by the Pets at Home Foundation, and sponsored by James Wellbeloved.

The Pets at Home store colleagues will be asking customers at the till to donate from 50p to help a pet at Christmas time. They will be provided with Santa Paws jumpers, posters, tablecloths, balloons and more, and encouraged to support the event with their own activities.

We are asking our Community Partners to support the colleagues during the appeal, either by collecting cash donations or by signposting customers to donate at the till as part of their shopping.

Community Partners that fully participate will receive 50% of the funds raised by their partnered store. The other 50% will be utilised by our grant programme.



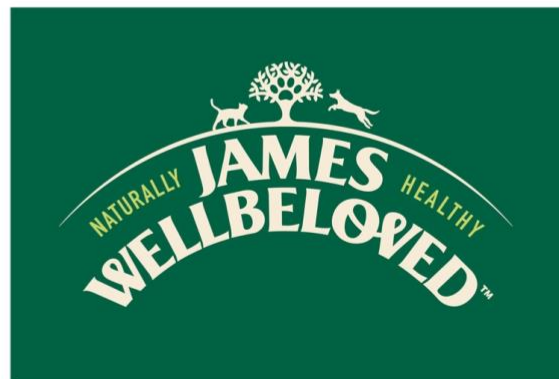
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Before the event: what should Community Partners do?

If you haven't already done so, contact your Pets at Home store and book in your minimum of 24 hours in store. These hours must take place between Monday 21st November and Christmas Eve. The store team can advise you on the best times to come into store to make the most of your time in store. You can also discuss any fundraising activities you'd like to run, and what activities the store has planned so you can support them. If you have not yet been in store during 2022, we recommend speaking to the store team in person to understand what is expected of your team and volunteers.







Don't forget, if you have more than one partnership then the requirement is a minimum of 24 hours per store.

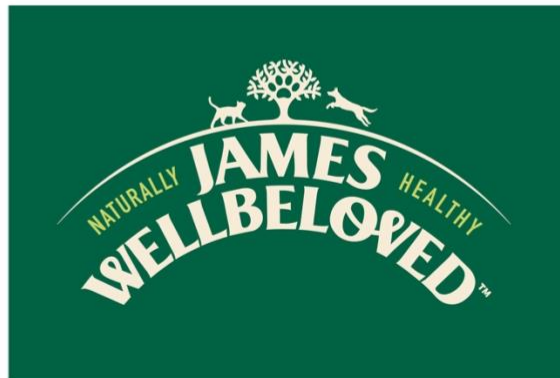
We appreciate that December is a busy fundraising period; however please bear in mind that the average donation received last year was £2,643, so we do encourage you to prioritise support of this event. A failure to participate fully will impact the donation you receive and may affect your Community Partnership rolling over into 2023



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During the event

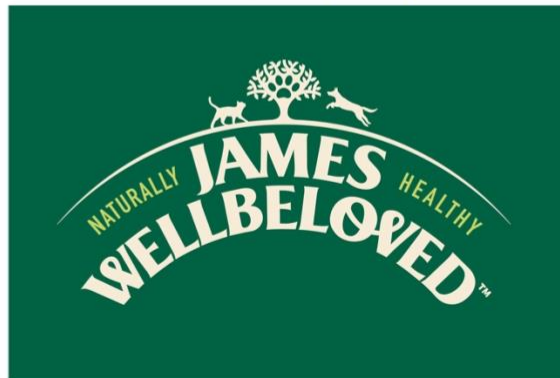
-  **Make sure you have the right fundraisers / volunteers, who are enthusiastic and happy to talk to customers about the work you do.**
-  **We respectfully ask that mobiles phones are put on silent and out of sight.**
-  **Volunteers should have badges displaying their organisation details and their name, and ideally be wearing branded clothing.**
-  **Ensure anyone attending store signs into the store visitor book (found at the till point) on each day they attend**
-  **After each attendance you must use the online Portal to submit an instore awareness form. In the event of a query over attendance or funds raised these forms will be proof of your time in store and the activity undertaken.**
-  **All donations collected must be processed through the till. Hand your donations to the Duty Manager prior to leaving the store.**



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During the event

-  Bring an eye catching display of your organisation and the work you do. Speak to the store team about the space available.
-  Arrange your own fundraising activities. This could be a tombola, a cake stall, or engaging fundraising games such as 'find the microchipped stuffed animal' or 'lucky lollipops'. Most stores have a mascot (Robbie the dog) outfit to use during fundraising events.
-  During the Santa Paws appeal the use of contactless donation devices is not encouraged. This is because we ask that all donations are processed through the till. (You can use these devices outside of the Santa Paws appeal).
-  If you intend to sell merchandise then you should take the funds from merchandise purchases away with you – do not pass these to the store team. We appreciate that you will have purchased the merchandise and may have to record funds separately for trading purposes
-  Continue to talk with and engage the store team; they are your fundraising champions, raising money for you.



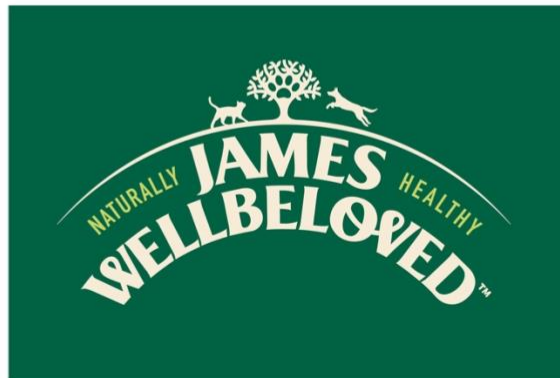
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Social Media

We will be providing all Community Partners with some digital imagery to use on social media to celebrate the Santa Paws appeal. As part of the minimum participation requirements, you must publish three posts: one before, one during and one after the appeal has finished.


These images will be sent to you by the end of October.

We also encourage Community Partners to take photos of your instore activities and post these on social media to celebrate the event and encourage your supporters to donate.



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Help and support

Please contact the team if....

-  you are experiencing problems accessing the Portal
-  your bank details have changed since your partnership was set up
-  you no longer wish to be a Community Partner
-  you have any other queries or comments

Email: BMcCray@PetsAtHomeFoundation.co.uk or NRoper@PetsAtHomeFoundation.co.uk

Call: Beth 07719 065843 or Nick 07719 065850

