

Santa Paws 2024

25th November to 24th
December

The 2023 Santa Paws Appeal raised over £1.9million.

The Santa Paws Appeal is the biggest event in the Pets Foundation fundraising calendar.

It launches Monday 25th November, and continues until Christmas Eve.

Fully participating Community Partners will receive 50% of the funds raised by their partner store.

The remaining 50% is used by the Pets Foundation to fund our grant programme.

Store colleagues will be asking customers to donate at the till when shopping in store, as well as holding their own fundraising activities.

To support the appeal we are asking Community Partners to:

- Spend at least 24 hours in store during the appeal
- Post 4 times on social media

Failure to participate fully will impact the donation you receive and may affect your Community Partnership going forward.



Attendance in store

During the Santa Paws Appeal, your Pets' store team will be acting as your fundraisers, asking customers to donate at the till to support your organisation and conducting their own fundraising activities.

Previous Santa Paws appeals prove that when store teams are actively engaged with their Community Partner's cause, they raise more money.

Successful engagement includes:

- meaningful time spent in store throughout the calendar year
- a minimum of 24 hours in store interacting with the team and customers
- consistent volunteers; familiar faces build better relationships
- the right volunteers, willing to speak to customers and the store team
- engaging activities, which encourage customers to talk to your volunteers, enabling them to learn about your work and the impact you have

If you have more than one partnership, the requirement is 24 hours per store.

Lothian Cat Rescue
Spent 51 hours in store
Store raised £16,203

Mid Antrim Animal Sanctuary
Spent 31 hours in store
Store raised £14,441

New Beginnings Cat Rehoming
Spent 26 hours in store
Store raised £12,099

Before the appeal begins

Contact your partnered Pets at Home store and book your hours in. Wherever possible you should be in store during weekends (unless your store advises their busiest period is outside of a weekend).

These hours must take place between Monday 25th November and Christmas Eve.

Wherever possible, one day should be spent in store during the weekend before Christmas (20th to 24th).

Discuss with the store any fundraising activities you plan to do, and what the store has planned so you can support them.

Check with the store what you can bring in, what space is available and what you need to bring (e.g. display boards, table etc).

Make sure you can access the Portal; contact the team with any problems.



Whilst in store: things to know

- **All donations collected must be processed through the till. Count your donations and then hand them to the Duty Manager prior to leaving the store.**
- Make sure you have the right fundraisers / volunteers, who are enthusiastic and happy to talk to customers about the work you do.
- 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. Don't forget to speak to the store team about any parking restrictions.
- 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 forms must be submitted by 30th December.**
- Bring an eye catching display of your organisation and the work you do. Speak to the store team about the space available.
- Continue to talk with and engage the store team; they are your fundraising champions, raising money for you.
- Wherever possible use the same volunteers.

Whilst in store: what not to do

- During Santa Paws contactless donation devices cannot be used. This is because all donations must go through the till, so funds raised can be monitored and appropriately split.
- Merchandise should not be sold during Santa Paws. We appreciate that most charities purchase their merchandise and may have to record funds separately for trading purposes. As all Santa Paws donations must go through the till, merchandise should not be sold during the event.
- Raffles held over more than one day are not permitted. Any raffle where tickets are sold over multiple days requires a license from your local authority and appropriately printed tickets (not cloakroom tickets). Tombolas and raffles held over a single day are permitted.
- We do not permit organisations to sign customers up to direct debit donation schemes when in store. Contact details for newsletters and regular communications can be taken.
- We respectfully ask that mobile phones are put on silent and out of sight.
- Please do not display your own POS if it states “all funds help us” as this can lead to confusion from customers about the 50% split.

(Note: contactless donation devices and the sale of merchandise can take place outside of Santa Paws.)

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 four posts:

- one before to promote the appeal, to be published before 25th November
- two during the appeal, one to be published before 4th December and a second before 15th December
- one on Christmas Eve, to announce the end of the appeal

These images will be emailed to you during the first half of November.

We ask all Community Partners to send us evidence of the four posts. This year you will be able to do this through the Portal.

Ideally, we ask that you schedule all four posts and send us a screenshot of your scheduling tool. However, we understand that this is not possible in all instances. Further information and instructions on how to supply your evidence will be sent with the images.

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

Ideas for store activities

We recognise that running cash-based fundraising activities is increasingly difficult in a cashless society. We recommend that activities in store encourage customers to engage with your volunteers who can encourage them to donate at the till when doing their shopping.

Guess the name of the elf

Festive photo shoot
(most Groom Rooms are closed on Sundays; see if you can use their space)

Implant a cuddly toy with a microchip, and hide it in a basket of other animals. Customers use a scanner to find the right toy and win a prize

Hot chocolate reindeer cones

Water or wine

Large dog biscuits with dog friendly icing, for children to decorate

Child friendly craft activities

Bag packing, carrying shopping out to cars

Mascot outfits
(many stores have a 'Robbie the Dog' costume)

How many sweets in the jar

Gift wrap donated books; label with genre and child/adult and sell 'mystery reads' for a donation

Badge making

Display baubles with written ££ values on, for customers to pick up and take to the till to encourage a donation

Instore treasure hunt

Lucky lollipops/candy canes

Bouncy ball or brussell sprout

Quiz sheets

Cake sales

Buns, scones, cakes and biscuits are always popular as a charity fundraiser.

Whilst there are stringent food hygiene and food labelling regulations for businesses selling cakes the same doesn't apply when home made cakes are sold on a stall. However basic food safety knowledge is important to keep risks of contamination / food allergy problems to a minimum.

Recommendations include, not using raw eggs in anything that wont be thoroughly cooked e.g. in icing; keep items in the fridge and in air tight containers as long as possible before taking to the venue. Always use tongs to serve items to customers.

Most people who are allergic to a particular ingredient will ask you if your product contains it, whilst you don't have to label items on your stall, do make reference to those products which contain allergens.

The main allergens are – peanuts, tree nuts, milk, eggs, soya, cereals containing gluten, sesame seeds – although there are others.



Face painting

Face painting is very popular with children and is a great way to raise funds – especially if you are very artistic.... However be aware of the following;

Face painters should have liability insurance, in case someone reacts to the paints, or gets poked in the eye with a brush!

If you are using volunteers paint, be careful as you must be sure to use top quality equipment and supplies.

You can have a disclaimer, but if your volunteers are unpaid, and may be untrained, therefore the disclaimer isn't worth having.

You will need to complete a risk assessment for your face painting stall. Think about sponges, brushes, water supplies, allergies and unwilling children as well as the set up of the stall and those undertaking the face painting.

This is one of those activities, that unless you have a professional who supports your charity and does it for free, it may be an activity worth paying for.



After the event

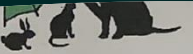
Please make sure to thank the store teams. Let them know how the funds raised will help your cause.

If you and your store team would like to do a cheque presentation please contact the Foundation; we can provide 'oversized' cheques for photos.

All donations will be made by bank transfer in January.

In January we will be reaching out to you to find out how you have used the Santa Paws donation; more details will be sent out in the New Year.

PROSSER FOUNDATION
SAVING AND RE-HOMING ANIMALS
FOXRUSH FARM
Registered Charity No. 1051037
sara.foxrushfarm@btconnect.com
<http://www.s-a-r-a.org.uk>



10. APRIL 2023

To Laura & All the Team,

S.A.R.A. wish to thank you all for being so supportive on Saturday 8th April for our Easter Tombola, and allowing us floorspace. Always a warm welcome which is much appreciated.

We raised £144.92 on the stall plus meeting the public and their pets is an added bonus.

We are most grateful for the time and effort that goes into all the events be it adhoc ones or Foundation ones.

You're a great store and great team

Thank you

Jay King-Love & SARA Team

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. Any change to bank details must be received before 2nd December 2024. Please contact us if you wish to check the details we have on file.
- you no longer wish to be a Community Partner or are unable to be involved in the Santa Paws Appeal.
- you have any other queries or comments

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