

Fundraising Guide



Help keep our doors open to horses in need now and forever.



JustGiving™

Set up an online sponsorship at
www.justgiving.com/horsetrust

Justgiving is a website you can use to set up your own fundraising page to make and receive donations online – it's easy and very simple to use!

Hello and Welcome

Thank you for requesting The HorseTrust's fundraising guide. This guide is packed full of useful information and advice to help raise essential funds for The Horse Trust. No matter how large or small your event, it will go a long way to the horses, ponies and donkeys in our care. There is so much to get involved in from cake sales and coffee mornings to outdoor and sporting events.

Why not challenge yourself to a long-distance run or, if you're looking for something even more ambitious, an overseas trek. This could be a really exciting way to get involved while exploring some of the most beautiful places in the world.

For those of our supporters fortunate enough to have an equine companion, why not include them in your fundraising venture? Be it a sponsored hack or fun ride bringing our horsey counterparts along for the ride can inspire and help raise awareness of the Horse Trust's cause.

However you chose to fundraise for the Horse Trust, we thank you for your support and look forward to hearing all about your event. Please remember to share any photos or video footage with us on social media via #ByTheirSide - We love to see it!

Yours faithfully,

Alice Morgan
Director of Marketing and Fundraising



About The Horse Trust

We are incredibly proud to say that we are the oldest equine charity in the world. Over the years we have seen much change, from our urban roots of offering temporary respite to London cab horses' we have grown into much more than a sanctuary for horses in need. Before our story began, many working animals including horses were seen as little more than pieces of machinery by many. Inspired by the popular Anna Sewell novel "Black Beauty", in 1886 our vision was to create a world where all equines would be seen and treated as sentient beings, our goal was to educate people on their individual needs.

This vision is still very much a part of everything we do today, from our ground-breaking veterinary research to our work into equine behaviour to encouraging professionals and owners to care for the psychological wellbeing of their and our horses. We have, and always will remain, by the side of all equines.

Top Fundraising Ideas

Sponsored Ride

Get together with your friends, choose a scenic route for a 5k or 10k ride and make a day of it! For advice about taking part in a sponsored ride email our Fundraising Team at info@horsetrust.org.uk

Horse Show

How about organising a Fun Horse Show? Get your friends together and Invite local horse owners to get involved. Prizes could include best in show, best mane and tail, horse that looks most like their owner...

Coffee Morning / Afternoon Tea Party

Organise a relaxed coffee morning to catch up with your friends. Donations for coffee and cakes go to The Horse Trust.

Bake Sale

Organise your own Great British Bake Off at work or at a summer fete. Then find an expert to judge the cakes by appearance and tastiness!

Car Boot/ Yard Sales / Jumble Sales

Make space in that garage and raise funds for The Horse Trust at the same time. Why not sell your unwanted items and donate the profits to the horses.

Talent Shows

We all have hidden talents! Organise an event with friends and family to show off their secret singing or circus skills. Donations on the door to go to The Horse Trust



Draw Paint & Create

We LOVE helping horses by selling, auctioning or raffling off your arty creations. You can even see some of the beautiful artwork donated to us in our online shop where they are sold to raise money for our horses.

Name that Horse

Play the classic game of Name the Teddy, 20p a guess and it all adds up!

Long Distance Walk

Take in scenic countryside and plan a route along one of the UK's many historic walks. Camping or staying in B&B's along the way. Get family & friends to sponsor.

Golf Tournament

Member of a Golf Club? How about organising a fun golf tournament on behalf of The Horse Trust.



Football Tournament

Start a league at your sports hall and get local players to join in for a kick about, with proceeds going to The Horse Trust.

Pub Quiz

A pub quiz is a fun way to get your friends in your local pub involved. Put their general knowledge to the test and remember to include a few horse related questions! Entry fees to be donated to The Horse Trust.

Karaoke Evening

Do your friends fancy themselves as the next Adele? Or maybe dad is a bit of an Elvis? Organise a karaoke evening and put their vocal talents to the test!

Raffle

Hold a raffle at work or at a local event by asking local businesses to donate prizes. A raffle can be an excellent way to raise funds, but it does come with some rules. For details about holding a fundraising raffle, please visit the Gambling Commission website at:

www.gamblingcommission.gov.uk

Murder Mystery Evening

Get your Sherlock Holmes hat on and solve the mystery with your friends.

Photo Competition

How photogenic is your Horse, pony or donkey? Ask a group of horse loving friends to submit a photo of their little treasure along with a donation. The best photo wins a prize.

Zumbathon

Get fit and have fun with your friends!

Come Dine With Me

Host an evening for your friends and judge on meal, entertainment, and ambience. Donations can be collected for taking part.

Give Up a Vice

Do you drink too much coffee or something else? Get sponsored for a month off.



Photo & Story request for our blog!

Remember to send us your photos from your fundraising events! We love to see what you have been up to and are always looking for photos and stories to use for our promotions and on our website.

How Will Your Donation Make a Difference?

The Horse Trust began as a home of rest for London carriage horses, transitioning into a retirement home for ex-working horses over the years. In more recent times, we have taken in a number of ponies who found themselves abandoned and in dire need of help.

A number of these ponies will stay with us for life (often for health or behavioural reasons), but some are young and healthy enough to be rehomed. Some leave us as companions, whilst others are fit enough to be trained for ridden work.

Of these ponies, one very lucky gelding who has really landed on his hooves was Jenga. When Jenga arrived to us in November 2012, he was so weak he was unable to stand unaided and was full of parasites... but look at him now!

Thanks to the donations we have received from fundraisers like you, Jenga was able to be rehomed with Kelly in 2019. Since then, he has been able to try lots of different activities; he particularly enjoys Horse Agility.

We spoke with Kelly to find out what the duo have been getting up to...

"I have been doing lots of in-hand trust work with him and we have been doing regular Horse Agility sessions, both on the ground and ridden."

"He won his first ever ridden Horse Agility session - the clever boy! We have also been doing some Showing Shows and he was recently placed first in the 'In-hand Rescue' class and reached the in-hand championships last year and this year. We did our first ridden show a couple of weeks ago and we came sixth out of 16; we were thrilled! He now has quite the collection of rosettes."

"In his downtime, he loves hacking and is building confidence at hacking alone and taking the lead. We have done a sponsored ride round West Wycombe, and hope to do more over the next year."



Jenga emaciated on arrival in 2012



Be there for ponies like Jenga and help us give them a caring home

We have been here for horses in need for 135 years, but we need your support to make sure we always will be.



£10

will provide rescue ponies like with forage for a few days to help them gain weight.



£35

will go towards essential medicines such as wormers and delousing treatments.



£150

will help pay for intensive veterinary care including further transfusions and investigative ultrasound scans



Running and Challenge Events – Get Trotting!

Running and challenge events – Get active for horses! Each year hundreds of fundraisers decide to take on a challenge, why not get running and raise funds for the horses in our care. From running a 5k to a full marathon, cycling, skydiving, climbing a mountain or even taking part in an overseas challenge, there is plenty to get involved in!

Running for horses!

Here are some of our favourite long distance runs to take part in:

London Landmarks Half Marathon
March

Virgin Money London Marathon
April

Edinburgh Marathon Festival – 5k/10k/Half/Full
May

Simplyhealth Great Manchester Run – 10k
May

Simplyhealth Great North Run – Half
Newcastle, September

Scottish Half + 10K
Edinburgh, September

Royal Parks Half Marathon
London, October

Bournemouth Marathon Festival - 5k/10k/Half/Full
October

Santa Run - 5k/10K London,
December

If you've already arranged your own place in an event, please let us know and join Team Horse Trust!



Gabriel loved racing around his paddock!



Old boy Belthorn is still quick off the mark!



Jenga loves showing off with a sprint to the finish line

Fundraising on the Job

work place fundraisers:

Get your colleagues involved to raise funds and awareness of the work of The Horse Trust. Here are a few ideas for fundraising at work:



Dress Down Day

We all like to relax sometimes. Take a break from your usual power suit and get comfortable!



Bring your dog to Work Day

Our offices wouldn't be the same without our canine colleagues. Why not take your best friend to work with you and collect donations from your dog loving colleagues.



Bake sale

Everyone loves cakes! Make your colleagues Friday by selling homemade cakes.



Dress in The Horse Trust green

At The Horse Trust we love all things green. Ask your colleagues to wear all green for a hilarious day in the office.



Hold a Raffle

Details can be found on page (5)



Sponsor a colleague

How much tea can your colleague really make?



Swear Box

There's always one! £1 per cuss can really add up with certain colleagues.



Payroll Giving

Payroll Giving is a simple and effective way for you to donate to the Horse Trust on a regular basis. Because your donation is taken from pay before tax, it means for every £1 you give it will only cost 80p (or maybe even less!) and the tax man pays the rest! To sign up or find out more email info@horsetrust.org.uk

Thanks to your donation I can live out my twilight years with dignity!



Other Ways to Fundraise

Street & Supermarket Collections

Organised collections can be an invaluable way to collect much needed funds for the horses, ponies, and donkeys in our care. However, they do require a certain amount of planning. Street collections and any collections in a public place require a licence from the local council. The first step is to contact them to apply for a licence. Then The Horse Trust will be able to allocate you with an ID badge and collection box. Permission needs to be gained from supermarkets or any other privately owned site in order to collect. The Horse Trust volunteer fundraisers do not partake in house-to-house collections.

Weddings Favours

Support The Horse Trust on your special day with our unique wedding favours. As you choose your menu, table decorations and colour schemes, go one step further to personalise your day by choosing to make a donation to The Horse Trust on behalf of all of your guests. Your guests can take away a Horse Trust pin and exclusively designed Horsey bride and groom cards, knowing that their attendance also helped to provide bedding, food, medical treatment and behaviour training for the horses, ponies, and donkeys in our care. For more details about wedding favours email Info@horsetrust.org.uk

Celebration Giving

Are you having a special birthday party or anniversary this year? Make your day extra special by raising funds for our faithful friends. The Horse Trust have collection boxes and gift envelopes available for these special occasions.

Contact the team at:
info@horsetrust.org.uk to request your items today.



The Legal Bit ...

Before you start raising money for The Horse Trust, please think about the following...

Permission

If you are organising a horsey event in a public place, make sure the venue is horse friendly and you have permission.

Street collections and collection boxes

If you collect money in public, you must get approval from your council. Street collections require a licence from the council who will also give you guidelines to follow – it's always best to do this in advance as they are popular! To collect on private land e.g. in a supermarket or shop, you must get permission from the owner/manager. We do not allow door-to-door collections.

Please note: if you're collecting in public, you must get a badge to show you're collecting for The Horse Trust; contact us to get one (if you've requested a collection box to sit on the counter in your shop or pub for example, a badge isn't necessary). We do not pick up collection boxes – it is the collector's responsibility to empty and send the proceeds to The Horse Trust (please make cheques payable to The Horse Trust).

Alcohol

You need a licence if you have alcohol at your event. It's easier to hold your event on licensed premises i.e. in a local pub or by asking a local pub to organise a bar at your venue. Food – If you're selling food or it is available please consider safety laws; to be sure, contact the Food Standard Agency on at www.food.gov.uk

The Horse Trust branding

If you're using our logo and charity numbers you must contact the Team for guidelines and approval. We can also provide you with our special Raising money In support of The Horse Trust' logo for you to use on your materials.

Stay safe!

It is important to make sure everyone at your event, including spectators, stays safe while having fun. Consider first aid requirements for both humans and horses. The Horse Trust cannot accept responsibility for accidents, so make sure your event is safe for everyone involved. If you are going to be carrying money around take care – always use a safe route and always have someone with you and/or carry a personal alarm.

For more information on health and safety please contact The Horse Trust.

Insurance

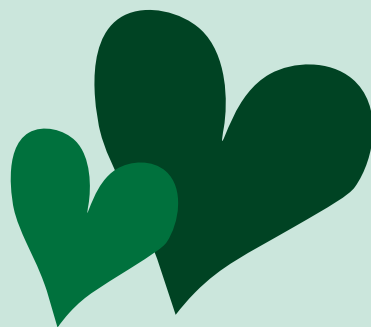
Ensure your venue has sufficient insurance to cover your event. If you organise an event that involves the public, you will need to ensure you have adequate public liability insurance. Check if you have a company policy covering you for such activities. The Horse Trust is not able to provide liability insurance for events.

All poop must be scooped!

Be a responsible horse owner and ensure you come prepared with a poop scoop to your equine event to clean up any public area at the end of the day.

Keep your fundraising legal

Fundraising is controlled by law and regulation. You, as a fundraiser and The Horse Trust can be fined for breaking the rules, so if you're not sure, please do get in touch with us.



Advice

Remember the Fundraising Team is on hand to give advice and help.

People

Get a team together of friends and family to help out and support you and make sure everyone knows what they are doing. The more people involved, the more fun the day will be!

Publicity

Word of mouth is an excellent form of free advertising - tell everyone about what you are doing. Social Networks such as Facebook and Instagram are a great way of getting the word out. Why not register your event on Facebook and let everyone know about it. Visit: www.facebook.com/horsetrust

Get in touch

Is your event press worthy or of special interest? Tell us in advance and we might be able to help you promote your event.

Entertainment

When two or more people are performing it is best to check with your local council to see if you need a Public Entertainment Licence.

Online fundraising

Set up a JustGiving page for your event to collect sponsorship and send the link to everyone you know www.justgiving.com/horsetrust – a simple, secure and effective way to collect donations online. Personalise it with photos and updates about your event and your friends, family and contacts all over the world can add their encouragement as well.

Why set up an online fundraising page?

- It's easy for people to sponsor you straightaway by credit or debit card, instead of sponsors saying they will and then forgetting!
- You don't have to chase anyone up for money.
- Gift Aid is automatically added, collecting a 25 per cent bonus with no extra cost or effort from you or your sponsor if they are a tax payer.
- It's secure, with all sponsorship money sent to The Horse Trust immediately after being donated on JustGiving.
- To set up your page please visit JustGiving and follow the links. It only takes a few minutes!

If you've raised money offline, please send your sponsorship to:

Freepost RSBA-ETJJ-AYBZ,
The Horse Trust,
Home of Rest for Horses,
Speen,
Princes Risborough,
Buckinghamshire,
HP27 0PP

(cheques payable to The Horse Trust Trust)

If you have any questions about anything, please do not hesitate to contact the Fundraising Team at: info@horsetrusttrust.org.uk.





JustGiving™

Set-up an online sponsorship page at:

www.justgiving.com/horsetrust

Justgiving is a website you can use to set up your own fundraising page to make and receive donations online – it's easy and very simple to use! Have fun, get active and tell us how you get on!

www.horsetrust.org.uk

If you need to get in touch with us for any reason
please call our customer services on 020 7837 0006



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