

BCSPCA **CHAMPIONS
FOR ANIMALS**

Fundraising Guide



Charity Run



In Lieu of Gifts



Dinner Parties



Office Fundraising



Donations from Sales



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Thank you so much for being a Champion for Animals. This guide is packed full of useful information and advice to help you raise essential money for the animals. No matter how large or small your idea, it'll go a long way towards supporting shelter care, animal protection investigations, wildlife rehabilitation, and farmed animal welfare.

If you have any questions feel free to get in touch with us at champions@spca.bc.ca or call 1-855-622-7722.



Craig Daniell, BC SPCA CEO





Step 1

Sign up and create your fundraising page

Online fundraising?

No need to count coins or collect cash.

You can make an online fundraising page:

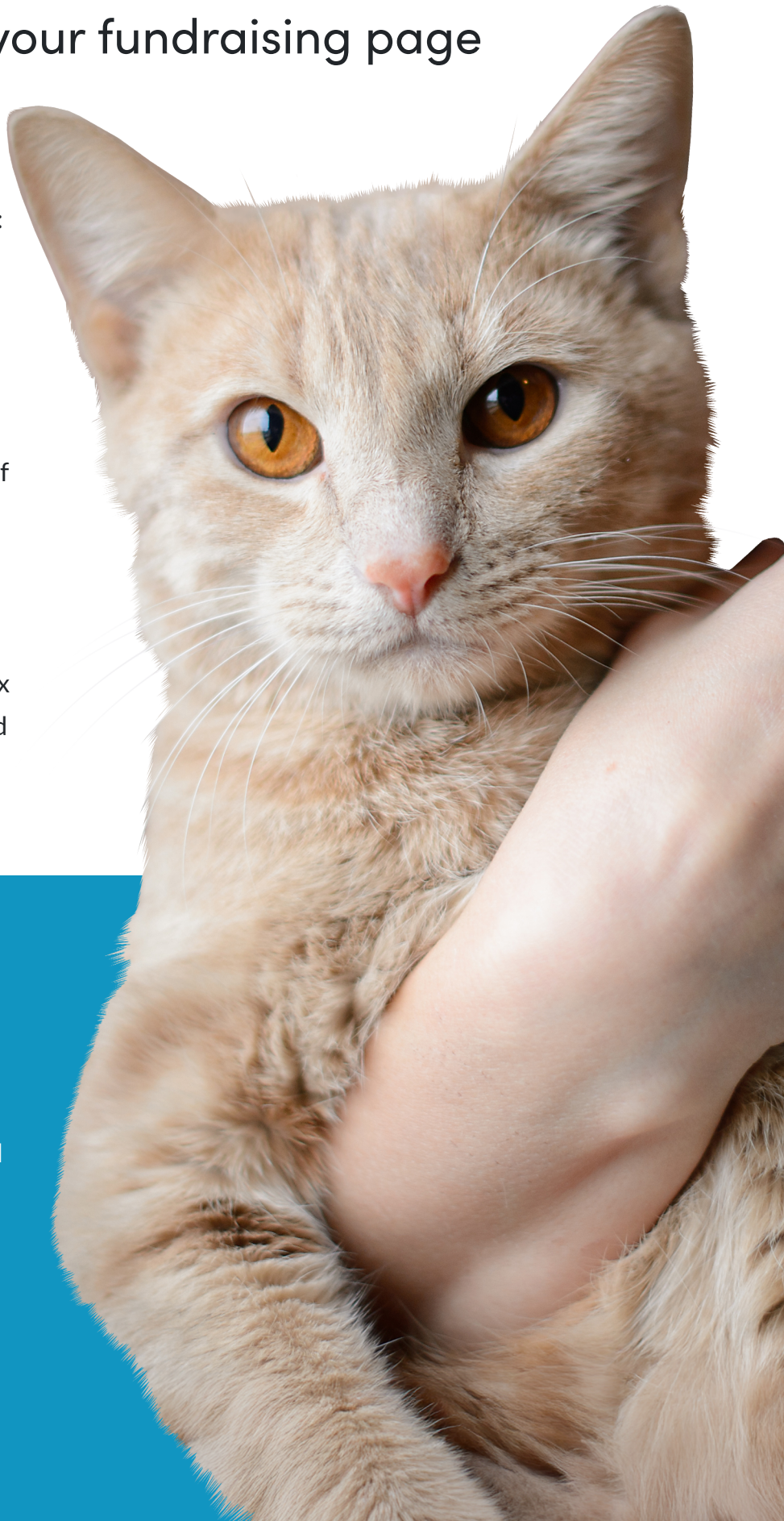
champions.spca.bc.ca

Here you can customize a page where you can set a fundraising goal, track all credit card donations, invite friends and family to join your team, upload photos of you and your pets, and write a personal introduction about what inspires you to fundraise for the BC SPCA.

All online donations are automatically tax receipted electronically and are reflected in your fundraising thermometer.

To get started

- Register to become a Champion
champions.spca.bc.ca
- Create your fundraising page and personalize your photo, message, and URL. It's totally free to register and 100% of funds go to the BC SPCA.
- Share on social media and through email.
- Monitor your donations until you meet your fundraising goal!



Create your fundraising page



Your personal photos

Your fundraiser name

Helping our animal friends

Held by Sarah Remple
Supporting Areas of Greatest Need

Personal fundraising goal

\$300 Raised \$500

Team fundraising goal

Team

Animal Lovers Unite

\$300 Raised \$2000

Fundraiser Donors

1	Kasey Wong	\$50
2	Olivier Lowery	\$25

Your support will save animals In need!

When an animal is in distress, it is up to caring people like us to be there for them. Will you join me and make a donation to my Champions for Animals fundraiser for the BC SPCA?

My dogs think you are the pawfect Champion to make a difference! You'll be funding rescue, shelter, medical care and more for animals across BC.

To donate, please click on the 'Donate' button or call 1-855-622-7722 and mention my Champions for Animals page.

Your story

“ I find a personalized story always helps, like how we adopted all of our cats from the SPCA. ”

— Maggie, fundraiser

Step 2

Set your fundraising impact goal

When you fundraise for the BC SPCA, you are ensuring animals that are neglected, underserved or abused get the medical treatment, care and loving homes they deserve. The first step is determining how much you want to raise for the animals.

When you raise:

It's the same as:

\$295



A cat receiving shelter and care for their whole stay

\$525



5 weeks of treats and toys to bring joy to a shelter animal

\$775



5 dogs receiving shelter and care for their whole stay

\$1,000



Support for a fearful, aggressive or undersocialized animal for their happy future

\$2,738



Emergency vet care for one animal (average)

\$5,000



Dispatching a full evacuation response unit to help animals in a wildfire or other disaster

\$10,000



Animal protection investigation

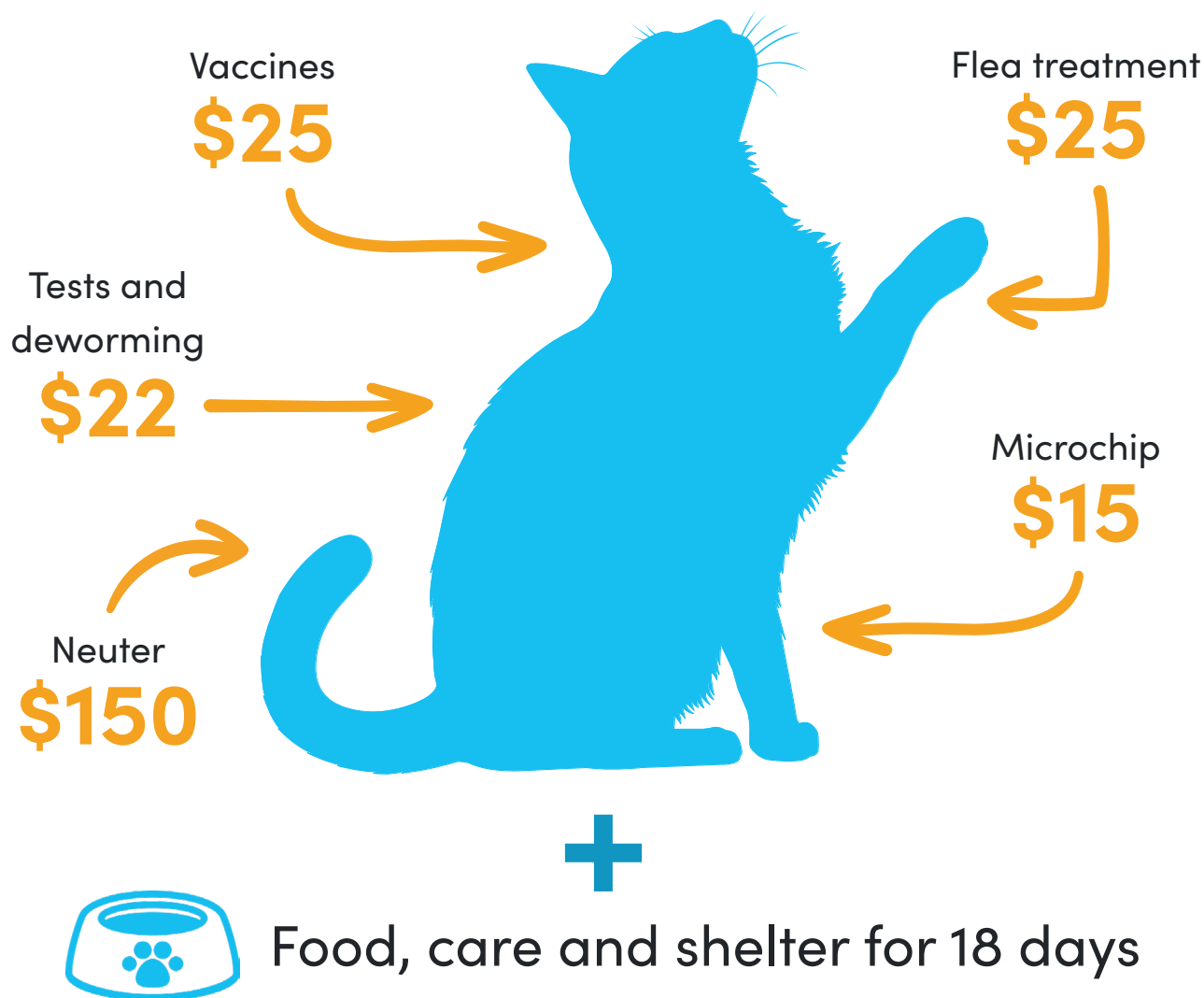
My goal for the animals is \$ _____

One of our long-term feline residents, Ronnie, was not able to find his perfect home very quickly. The estimated total cost to help Ronnie was \$550, including his food, shelter, supplies, medical and flea treatment, microchip and neuter for just 50 of the 250+ days he had been in the shelter.



TIP: You can celebrate achieving each these milestones by sharing with your friends and family what their gifts so far have accomplished.

Where do your donations go?



Total cost for cat in care = **\$507**

Did you know?

The average dog or cat that comes in the care of the BC SPCA receives in-shelter physical and temperament assessment, behavioral profile, a first round of vaccinations, flea and parasite treatment as required, spay or neuter, daily in-shelter care and monitoring, housing, feeding, cleaning and supplies.

Step 3

Start your fundraising

Your fundraiser for the animals can be as creative, unique, or easy, as you want it to be!

Organize an event

- **Film Night**

Invite your friends to watch the holiday classics or the latest Oscar nominees.
Charge an entry fee and provide some popcorn.

- **Food & Fun**

Host a cheese and wine night. Charge a plate fee and make it an evening of great food and conversation.

- **Quiz Night**

Challenge friends or the community with a trivia night.
Host it at home or partner with a local pub.

- **Pamper Party**

Transform your space into a spa and charge \$50 for some well-deserved relaxation.

- **Dinner Party**

Host a delicious dinner with drinks for a \$50 ticket and \$5 per pour.

- **Yard Sale**

Declutter and raise funds by organizing a yard sale.
Invite neighbors to donate items or join in.

- **Virtual Event**

Host a creative virtual experience, such as an online cooking class or virtual concert.

Holding an event or selling products?
Start by telling us your plans at
spca.bc.ca/champions-register



Celebrate a special occasion

- **Birthday Party**

Ask for donations instead of gifts, for your birthday or your pet's!

- **Wedding**

Make your wedding even more meaningful by swapping wedding favors for a donation to the animals, or ask for donations instead of gifts. We can help with custom certificates and tent cards

- **Recently Adopted a New Family Member?**

Congratulations! Now's a great time to throw a "puppy shower" to celebrate, with gifts and donations in lieu of gifts to help the other animals who have not found their forever homes (...yet!)





Active fundraising challenges

- **Run for a Cause**

Sign up for a 5km, 10km or marathon near you and participate with animals in mind.

- **Pedal with Purpose**

Join a cycling event or create your own long-distance route to support the cause.

- **Fuel-Free Fundraiser**

Cycle or walk to work and donate the money you'd normally spend on gas or public transit.

- **Step Up**

Climb to the top of the tallest building in town and get sponsored for every step—or tackle a local hike and earn pledges for each trip to the top!

- **Exercise for Pledges**

For every dollar (or \$10, \$100) you raise, do a push-up, sit-up, or walk/cycle a kilometer!

Give it up

- **Skip the Caffeine**

Every day you go without your latte, you are giving \$5 to the animals. In one month that could be an easy \$150!

- **Ditch the Takeout**

Skip your usual takeout meals and put the savings toward your fundraiser.

- **Digital Detox**

Can you give up your phone or social media for a day, a week, a month? Get sponsored for every day you can last.

- **Your Own Twist**

Think of a habit or indulgence you can pause and turn it into a meaningful contribution.

Bold ideas

- **Wacky Challenges**

Take a pie to the face, perform a lip-sync, or eat a spoonful of Vegemite—anything to get people donating.

- **Wax on, Wax Off**

Grow a handlebar mustache or style your beard into something outrageous. Or let people pay \$10 per wax strip to take it off.

- **Hair Dare**

Shave your head, or cut off an inch for every \$100 raised. You could even dye your hair a wild color—one shade for every \$50 donated.





Fundraise at the office

- **Payroll Giving**

Sign up to donate a portion of each pay cheque or donate an hour's salary.

- **Office Olympics**

Split up into teams and create work place events like pencil javelin, rubber band archery or desk chair soccer.

- **Matched Giving**

Ask your employer if they will match what you raise.

- **Partial Proceeds**

Could you offer part of your services as a donation? For example, you could donate 5% of sales to the BC SPCA.

- **'Fun'draisers**

Host a 'Bring Your Dog to Work' day, set up a craft coffee station, or plan a themed dress-up day — all by donation.

Delight in giving

- **Homemade Treats**

Bake and sell delicious homemade goods to raise funds.

- **Custom Animal Sketches**

Offer hand-drawn animal sketches for a donation.

- **Personalized Laughs**

Share a unique joke or pun for every contribution.

- **Skill Share**

Use your talents to create something special for donations.





Seasonal – In lieu of gifts

Instead of asking for gifts, ask your friends and family to donate to your fundraising page for the animals.

- **Valentine's Candygrams**
Deliver sweet treats with personalized messages for a donation.
- **Diwali Celebration**
Host a dinner by donation or come up with your own creative idea.
- **Pumpkin Carving/Costume Contests**
Organize a spooky contest with prizes and an entry fee.
- **Hannukah Party**
Invite your friends over for latkes and laughs, with entry by donation.
- **Santa or Bunny Photo Op**
Host a festive photo session with Santa or the Easter Bunny for donations.
- **Lunar New Year Red Packets**
Inspire others to celebrate by giving back in place of traditional red envelopes

Make your holiday fundraising page at champions.spca.bc.ca

Donate your skills or services

- **Language Lessons**
Offer to teach a new language for a donation.
- **Musical Talent**
Teach an instrument or perform at a pub and donate the proceeds.
- **Creative Arts**
Share your artistic skills: paint, draw, or create for a good cause.
- **Beauty Services**
Cut hair, paint nails, or give massages in exchange for donations.
- **DIY & Gardening**
Put your home improvement or gardening skills to work for friends and neighbors.
- **Holiday Gift Wrapping**
Wrap gifts for others and charge a fee for your services.
- **Dog Walking Services**
Take dogs for a walk and earn a donation for your time.
- **Special Skills & Talents**
Whether it's photography, cooking, or any unique talent, offer your services and raise funds for a great cause!



Step 4

Spread the message

Who should you ask to join you in helping the animals? Creating a list is a great way to get started.

Consider friends, family, club or sports team members, colleagues, classmates, neighbours, your local businesses and more. Some may be happy to donate, while others might make a great potential teammate!

“ I try to contact everyone that I know that is an animal lover or owes me a favour. It’s a great cause so I don’t feel bad asking. ”

— Nick, fundraiser

My strongest supporters

_____ ☐ to donate ☐ to fundraise with me

_____ ☐ to donate ☐ to fundraise with me

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“ It’s not necessarily about getting a big donation from one or two people. I had over 70 individual donors last year and that takes leg work and a willingness to be a bit uncomfortable. ”

— Rebecca, fundraiser

Social media post ideas

Social media is one way to spread your message of animal love. Here are some ideas on how!



Personal stories

What stories are at the core of your love for animals, and your desire to help them through the BC SPCA? Share your love stories, from your love of your own pet, to your love for people who help animals. You can even share posts from BC SPCA social media and add your own note to it, asking for donations to help do more of this good work.

Animal photos

Stories and videos of your own current pet. Your beloved past pets. Pets in BC SPCA care (there's lots of them on our social media channels)! Funny photos, sweet photos, the works. Always linking back to your Champions fundraiser.

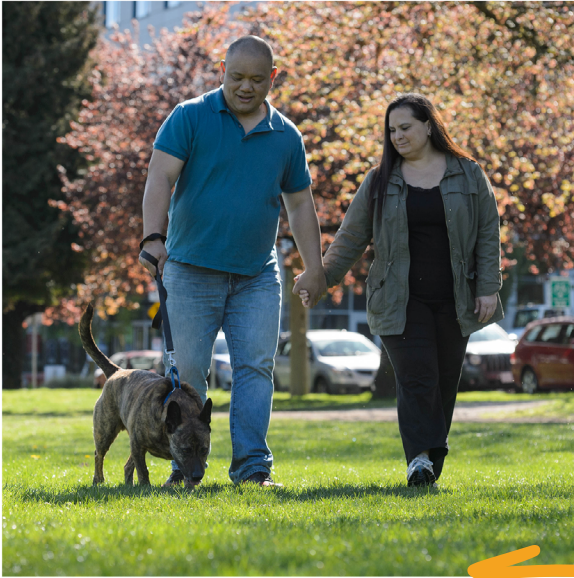


“ Have fun with it. Including your pet is key. Make fun reels and Instagram posts to engage people. Hit up all your family and friends and animal lovers. Think outside the box. ”

— Kristin, fundraiser



Diego Garcia



Liked by Sofia Torres and others

☀️ A heartfelt thanks to @raincitywalks and @Maria-Gil for your recent contributions, we (and the animals) are eternally grateful for the love and support. Your generosity inspires us to keep striving for positive change.

Thank yous

Make a special appreciation post for a donor who has been there for you more than once, or someone who has made an especially generous donation. Thank all your most recent donors (since your last thank you post) and tag their social media username if you know it. Thank those who have supported you in other ways, like a partner who made dinner so you could focus on fundraising. Express your gratitude in the way it feels right to you.



Connie Stewart

2 hrs · 🌐

We've passed the \$500 mark! That's already 3 dogs receiving shelter and care for their whole stay. Can you please help me reach my goal of \$775 to help 5 dogs in need? Just thinking of the hardships they have gone through breaks my heart, anything you can give will make a difference ❤️ There's just 7 days left to help!



👍 Like 💬 Comment ➦ Share

Progress updates

How much have you raised? How close are you to your goal? How many days are left to fundraise? What support for animals have your donors already achieved, and what will be possible if you reach your goal?



Jayla Williams

@JaylasBella

Follow



We're making strides towards our goal, over \$300 raised thanks to your incredible donations! Just a reminder: I will do a sit-up for every dollar contributed, time to get those abs in shape! 💪 [Donate now!](#)

Pledge updates

Did you make a pledge to do a sit-up for every dollar donated? Or dye your hair pink if you reach your goal? Keep people updated on your progress, and remind them what you've pledged to do.

“ Go online and flog the event like crazy on your social media accounts and beg friends and family to give! ”

— Amanda, fundraiser

Step 5

You raised funds for the animals in need!

What's next?

Online Donations

All supporters who donate online to your Champions page will automatically receive an emailed tax receipt.

Cash Donations

These can be entered online by using a credit card and entering your supporter's name and address for tax receipting purposes. Please do not send cash donations through the mail.

Cheque, credit card, or money order donations

Mail them with a donation form (downloadable from your online Champions for Animals page):

BC SPCA Champions for Animals

1245 E 7th Ave.

Vancouver, BC V5T 1R1.

For donations made offline, tax receipts will be mailed or emailed. Processing times vary based upon date. Please be sure to provide contact details for all donors when submitting your donations.

Need help? No problem!

Please contact us at champions@spca.bc.ca

or call 1-855-622-7722



When can you get a tax receipt?

If you're taking a more creative approach to fundraising, that's wonderful! Just keep in mind that Canada Revenue Agency has particular rules about tax receipts depending on how the money is raised.

The guidelines below may help you, but you can also reach out directly to us at champions@spca.bc.ca to ask about any fundraising idea you have in mind for Champions and coordinate submitting any funds you raise that aren't eligible for tax receipts.

Canada Revenue Agency regulations say that:

- ✓ If you donate your own money, you get a tax receipt.
- ✗ If you collect money for the BC SPCA, but don't have the names, addresses and donation amounts of those people, no one gets a tax receipt. (Donation forms are available for download on your online Champions for Animals page.)
- ✓ If someone gives you money for the BC SPCA, they get the tax receipt – but they need to provide their name and address. (Donation forms are available for download on your online Champions for Animals page.)
- ✓ If you sell something or otherwise provide a benefit in exchange for money and then donate the money, you get a tax receipt as long as you aren't advertising it as fundraising for the BC SPCA. (Why? Because the CRA sees that knowledge as something that could influence someone's decision on whether to buy or how much to pay.)
- ✗ If you sell something or otherwise provide a benefit to someone, and the person buying it knows that it is to support the BC SPCA, no one is eligible for a tax receipt.
- ✗ If a company gives money but receives a marketing benefit for it, they cannot receive a tax receipt.

NOTE: You can still provide a thank you gift to your donors, as long as the value is less than 10% (or \$75, whichever is lower) of their donation. So feel free to shower them in baked goods, sketches of their pets or whatever other token of appreciation warms their hearts.

Thanking your donors

Over her years fundraising for the BC SPCA, animal lover Shawna has created an incredible community of supporters for her fundraising efforts. How does she do it?

“**Doing a personalized thank you goes a long way. I take the time to express my appreciation and the appreciation of the animals, how much that means. Making sure you don’t make a donation into a void [is important]. I have people who have been supporting me for over 20 years!**”

What makes an excellent thank you?

Timely: Try and thank the person within a day of their donation. You don’t want to leave them wondering if you saw their kind support.

Personal: If you can make the time, customizing your thank you for each donor can make them feel extra special and valued.

Thoughtful: How does this donor normally like to communicate? Going the extra mile to thank them the way they want to be thanked can make a big impact. Whether that’s with a phone call, text, in person, through their preferred social media platform or even with a handwritten card.

Images: Do you have a sweet photo of yourself and your pet? Or an animal in BC SPCA care? If you can share an image with the donor that relates back to their caring gift, it can be quite emotional for them.

Thank twice: It’s important to thank someone when they donate, but don’t forget to update your donors at the end of the campaign as well. Let all your donors know what you accomplished for the animals together.



Your Support Makes a Difference



Cedric, a brave boxer who was near death when he was rescued by the BC SPCA, was severely emaciated with a body condition score of only one out of nine.

“ He was just skin and bones, definitely the most emaciated dog I have ever seen in my 30 years rescuing animals, you could see every single rib protruding and he shivered constantly to try to keep warm.

— Jodi Dunlop, manager of the BC SPCA's Vancouver Centre.



Cedric - before



Cedric keeping warm



Cedric - after

Dunlop took Cedric into her own home as a foster pup in a fight to save his life and keep him warm, as he had no body fat to protect him.

He's made terrific strides on his road to recovery. Cedric has come a long way since he came into BC SPCA care and now has an adopted family. It's thanks to Champions like you who contribute through your fundraising to help animals.

THANK YOU!

champions.sPCA.bc.ca | champions@spca.bc.ca | 1-855-622-7722