



**YOUR SIMPLE GUIDE
TO RAISING FUNDS**



INTRODUCTION TO ANIMALS ASIA

Founded in 1998, Animals Asia has been rescuing bears since 2000. We operate award-winning bear sanctuaries in China and Vietnam. Our founder and CEO, Jill Robinson MBE, is widely acknowledged as the world's leading authority on the cruel bear bile industry, having campaigned against it since 1993.

Our work focuses on three major programs:

Bear Bile Farming

Animals Asia works to end the bear bile trade, which sees over 10,000 bears – mainly moon bears but also sun bears and brown bears – kept on bile farms across Asia. To date we've rescued almost 700 bears from the industry.

After years of cooperation, Animals Asia has signed an agreement with the government of Vietnam to completely end bear bile farming there. This includes rescuing around 250 bears that remain on farms – the country's very last bile bears. In 2022, we started building a second sanctuary that will be home to these bears.

We built and operate China's only bear sanctuary. We've rescued over 400 bears from around the country and closed down over 40 bile farms.

Cat and Dog Welfare

Cats and dogs are often abandoned and left to subsist on the streets, with many dying due to illness or accidents. Stray dogs and cats are also snatched from the streets and taken to horrific meat markets, where they're bludgeoned to death and sold for human consumption.

Animals Asia works to protect dogs and cats in a number of ways. We campaign to end the trade in companion animals for food, we work with governments and local animal protection groups to improve their welfare, and we promote humane population management.

Captive Animal Welfare

Wild animals in captivity across Asia face a range of abuses.

Elephants are forced to carry tourists in the searing heat. Terrified chickens are fed to tigers as entertainment. Bears are forced to perform demeaning circus tricks. And tens of thousands of songbirds are trafficked for the pet trade.

We work in China, Vietnam and Indonesia to improve the welfare of animals in captivity, and to free those that we can. We investigate facilities, and work with them to improve the animals' welfare.

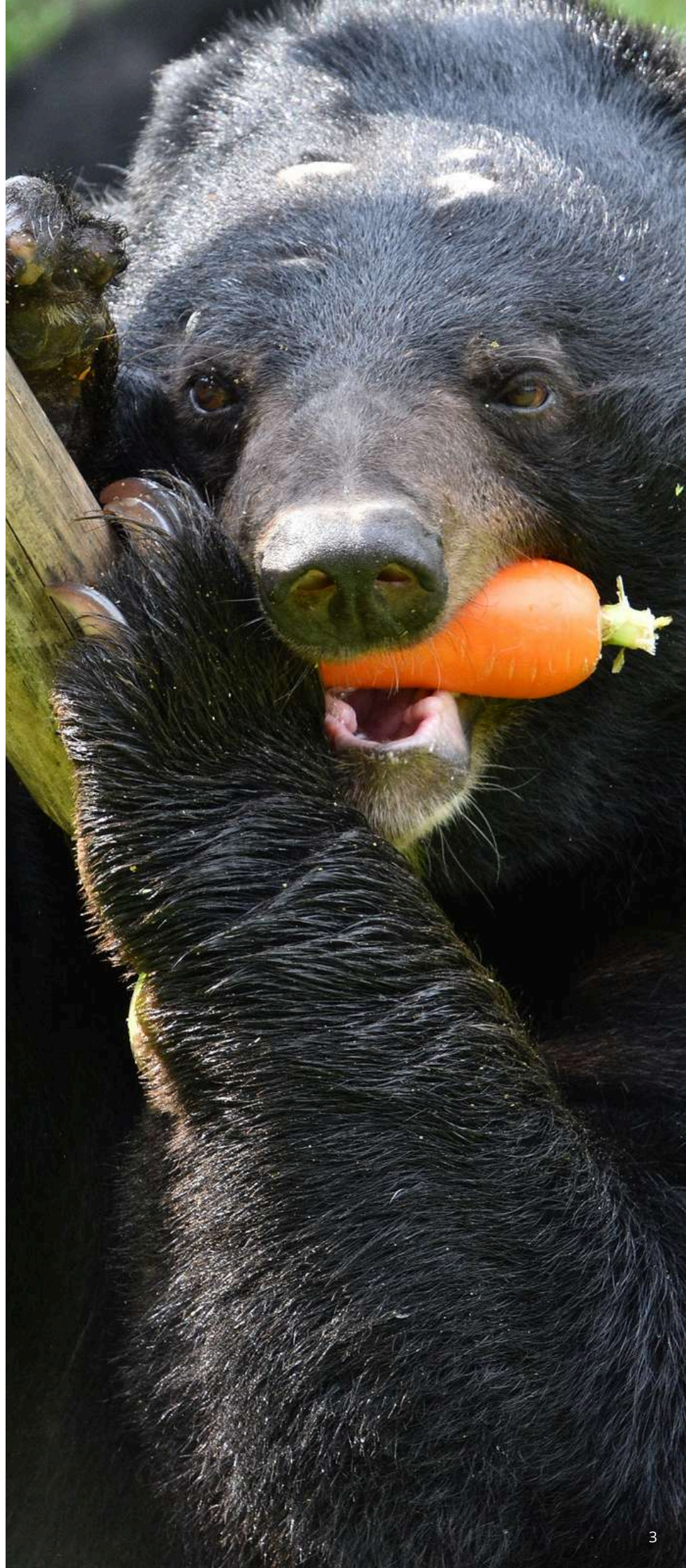
We oversee the care of 11 former working elephants in Vietnam. And we run a pioneering ethical tourism venture where visitors observe the elephants from a respectful distance.

WHAT YOUR SUPPORT MEANS

Thanks to people like you there's no limit to what we can achieve together for the bears and other abused animals. Your support means we'll be able to provide hundreds of bears with nutritious food, ongoing veterinary care and a home at one of our world-class sanctuaries in China or Vietnam.

It means our vital work to end cruel animal performances in zoos and safari parks can continue. It means our dream of ending elephant riding in Vietnam forever could come true. It means dogs and cats are gaining the respect they deserve all across Asia.

Your incredible support will fund our work which is done quietly behind the scenes – talking to those who have the power to bring about lasting welfare improvements for the animals. You'll enable us to work in schools and the community, laying foundations for a kinder world.





WAYS TO GET INVOLVED

Power in numbers

There are so many ways you can get involved with Animals Asia, and one of the best ways is joining (or creating) an Animals Asia Support Group! We have over 30 groups scattered across the UK, all taking part in different activities to raise funds and vital awareness.

- Some hold street collections, others have stalls at local fairs and vegan events.
- Some hold one big event a year, while others place collection tins or give presentations.
- Some even host litter picks.

Every group is different which means no matter what you'd like to do, joining a group is a fantastic way to turn your strengths into something hugely beneficial for the animals. And you get to meet lots of passionate, like-minded individuals!

Love the sound of this but there isn't a group in your area? Why not consider setting one up? We'll be here to guide you every step of the way and support you with literature, merchandise to sell and fundraising ideas to get your group going.

To find out where your closest support group is, or to set up your own, please email community@animalsasia.org

You could join our [Animals Asia Moon Bear Heroes Facebook page](#) to see what some of the groups get up to. And you can put any questions that you might have to the groups' coordinators.





AS AN INDIVIDUAL

Flying solo

Our volunteer support groups aren't for everyone and it might be that you can't commit too much and can only give a few hours here and there, or perhaps you'd just like to organise a one-off event to show your support to our vital cause!

Over the next few pages we'll go through some of the ways you can fundraise for Animals Asia as an individual in your spare time....



Placing collection tins

Placing a collection tin is something really simple that anyone can do to support Animals Asia. All you need to do is find a local establishment where a tin can be suitably placed, reach out to us to request a tin, and let the tin to do the work! We find that they work best in cafes, pubs, chippies, vegan supermarkets or vet surgeries, but really you can place them anywhere that people might walk through!

We're also looking for Collection Tin Hosts who'd feel comfortable placing multiple tins across several sites. If you'd like to find out more, please email community@animalsasia.org



Hold your own fundraising event

Holding a fundraising event is one of the best ways to raise vital awareness about our work, all while raising funds too!

Feel free to get creative and think up your own fundraising ideas – the sky is the limit! Or, for some of our favourites, check out our list of fundraising ideas below! For each idea we've included some tips on how to organise your event, to maximise success.



FUNDRAISING IDEAS



Baking for Bears – Why not get the apron on and bake some delicious goodies to take into your place of work or school? Nobody can resist a good cake, or some “bear-ownies” especially when they’re supporting a good cause too.

Dress down days – Whether it’s the office or at school, why not organise a dress down day to raise funds? Everyone donates some money to take part. You could even make it themed.

Street collection – These are a great way of getting out into the public eye and speaking to people about our cause. You can hold a street collection for free but do make sure you get the appropriate licence first. You can either go just yourself with a collection tin in hand or some councils will allow you to request a table as well. You can do these in railway stations, garden centres and supermarkets too, and at least you’ll be in from the rain!

A special occasion – Why not ask your family and friends to donate instead of giving you a birthday gift? You can do this really easily through Facebook. Set up your fundraiser today at [facebook.com/AnimalsAsia/fundraisers](https://www.facebook.com/AnimalsAsia/fundraisers). If you’re getting married and looking for wedding favours, we have some gorgeous pin badges available that would be perfect for guests, or we can provide you with the artwork for beautiful name cards for the tables.

Garage sale/boot fairs – Your trash could be another person’s treasure! Host a jumble sale either from home or at a local fair and donate the proceeds.

Comedy night or social event – Whether it’s a dinner dance, a gig, a comedy night or an afternoon tea, you can easily turn it into a fundraiser for the animals. You can either charge an entry fee or raise funds through innovative games throughout the evening. Don’t forget you can always incorporate raffle or auction items too.

Walk in the Woods – A group walk is a lovely way to be at one with nature, all while raising vital funds. All you need to do is pick a date, find a suitable route (***make sure you test it and do a risk assessment beforehand!***) and you can either ask for a donation to take part or for walkers to ask for sponsors. It’s a great activity for the whole family – including the kids and the dog! You could even get your local Ramblers group involved to see if someone might give up their time for free to host it.

Teddy Bears' picnic – Let your little ones come together with their favourite bear in a garden or local park for a small donation, incorporate some garden games and snacks and you’ve got yourself a party! It won’t just be your little Moon Cub Heroes having fun, but it’s a great way to get the kids involved too.

No matter what event you choose to do there are two things we recommend you do no matter what to help get the best result. **If you’re not sure on an event to host – why not check out some of our ready-made ideas on page 9?**





1. Tell everyone!

Once you've planned the logistics of the event it's time to **SPREAD THE WORD** and here's how:

Social media: A fantastic, free and easy way to get the word out to the people you know. Did you know you can even boost your ads for very little or why not try promoting your event to local businesses by tagging them? Remember to ask your friends to share your event so the information gets spread far and wide.

Put up posters and flyers: For people not on social media, it's important you promote your event in other ways, and there's nothing better for this than an old-fashioned poster! Make sure you include all the important details of the event and make it really eye-catching. Put them up in places related to the fundraiser, eg. vegan cafes if you're throwing a BearBQ; gyms if you're hosting a Big Bear Stretch.

Word of mouth: It might sound obvious but simply by telling everyone you can about your event really can make a huge difference. What's more, ask THEM to tell their friends and watch the ripple effect occur! Friends, family, work colleagues, local vets, community groups and even your local newsagent. Tell everyone.

Local press: There's always an events section in local papers and magazines that loves to promote local events, especially for charity. They use websites and social media to promote local events. Why not send them your event details? What about your local radio station?

Create your own graphics: Not a graphic designer? Don't worry. There's a site called Canva where you can create exciting flyers, graphics, posters and social media images for your event. Check it out: www.canva.com

2. Set a target!

It's always wise to set a target for what you hope to raise. When people come along to a FUNdraising event they want to help you raise money so giving them a target to aim for will help them help YOU reach it!

We suggest you ask your guests to donate rather than to pay a fee or a charge to take part. This enables us to claim Gift Aid on everything you raise which means an extra 25p for every pound you raise!

If you'd like some Gift Aid forms for your event, please call us on 01752 224 424 or email us at info@animalsasia.org



What could the money you raise do?

Here are a few examples to show your family and friends just what an impact their donations and sponsorship will have. From simple treats to life-saving surgery, the money you raise can help the bears and other animals in so many ways. The cost of:



A coffee could pay for a hessian sack for a playful bear cub (£3)



One month's phone bill could treat the pain of an arthritic bear (£25)



A pint could provide saline solution to clean the cuts and scratches of our now free-roaming elephants (£5)



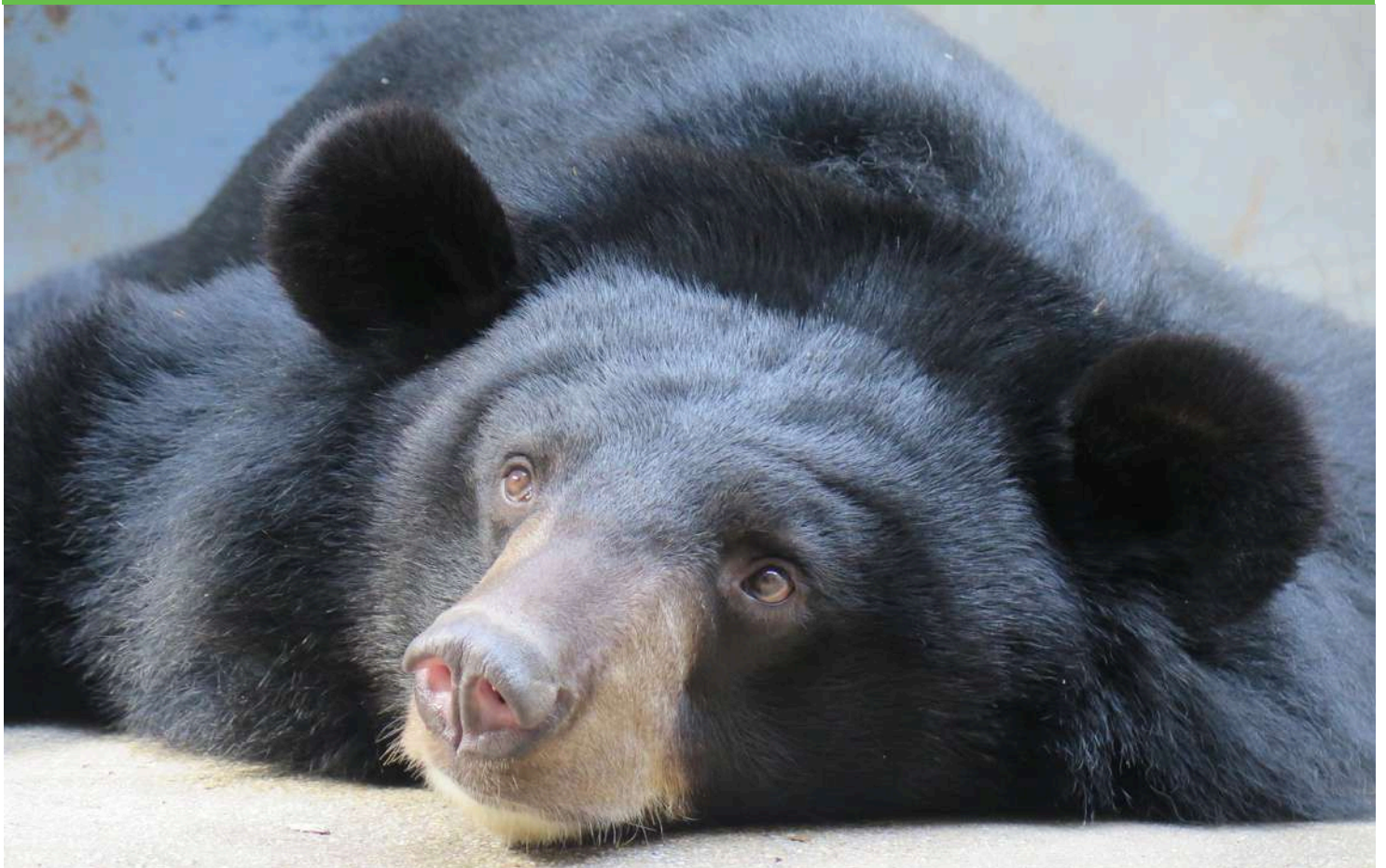
A new party outfit could buy the bears a paddling pool or swing (£50)



A ticket to the cinema could vaccinate a dog against rabies (£10)



A visit to the theatre could feed a bear for an entire month (£120)





PET CHALLENGES

Since you're raising money for the animals, why not get the animals involved? The possibilities are endless, but here are some of our suggestions:

Sketch-a-pet:

This can be an online fundraiser, or an in-person event at a fair or market. In return for donations, you offer to draw someone's pet (either from a photo they send, or in real life). Most importantly, it doesn't have to be good – a 2-minute sketch is all you need, for a funny and easy fundraiser.

Pet sleep-a-thon:

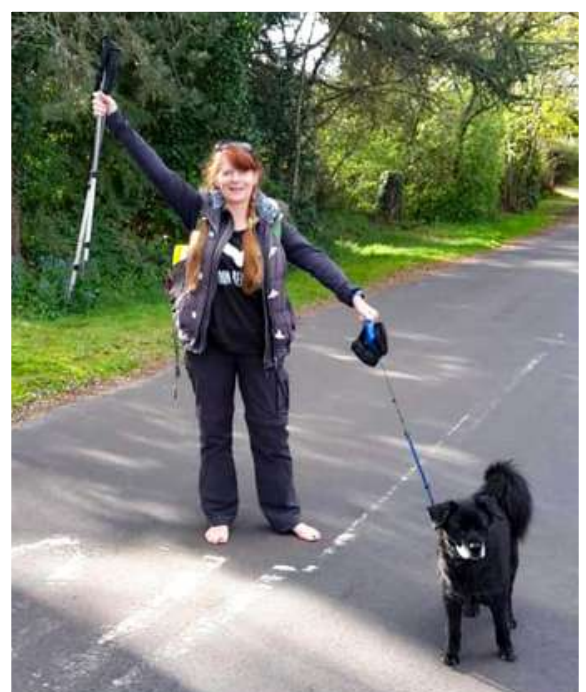
This one is great for those pets who love to snooze. Host an online fundraiser, where people donate to sponsor your pet for a 24-hour sleep-a-thon... like a marathon, only easier for our particularly dopey dogs and cats!

Competitions:

If you have a pet-related business, you can hold a competition – a small donation for an entry into a raffle, where the winner gets a prize (a dog collar, toys, treats, etc).

If you don't have a business, you could ask people to send you their funniest pet photo along with a donation. You choose the winner and award a small prize.

Still not sure? Check out some of our ready-made ideas on the next page.





BIG BEAR STRETCH

By holding a karma class, you can use your yoga practice to end animal suffering. Let's use the power of yoga to help our animal friends and promote compassion.

You don't have to be a seasoned yogi to take part so whether you're a lifelong yoga lover or have never tapped a toe on a mat, we want YOU to get involved!

Are you a yoga teacher? Why not dedicate one of your regular classes to charity by donating the proceeds? Or how about simply asking your students to pay an extra donation? By doing this you're directly helping us to stop bear bile farming, the cat and dog meat trade and cruelty in zoos and circuses in Asia.





How to host a Big Bear Stretch



Step 1: Pick a date

Pick a date that suits you to hold your fundraiser; it can be a summertime outdoors class, perhaps, or maybe hibernate indoors with a cosy restorative class.



Step 2: Find a space

Here are some ideas to help you pick the best spot for your yoga event:

Local gym Most gyms now have yoga classes. Ask if you can borrow the space for an hour or two one afternoon?

Local halls See if your local school, community or church hall is available.

Outdoors Hold your event in our own garden, a local green space or the park. (Please get permission if using council spaces.)

At home If you have the space, have your yoga friends around for a more personal event. Or host an online event from the comfort of your living room.



Step 3: Find a yoga teacher

Ask a local yoga teacher if they know of any teachers who'd be willing to give one hour of their time to come along to your event and teach your yoga students? Simple! If you do the organising they won't have to worry about anything but giving a fun class to make a real difference to ending animal suffering.

Yoga teachers

Why not dedicate one of your regular classes to charity by donating the proceeds or by simply asking your students to pay an extra donation?

Here is an idea of what your workshop could look like.

10.00am: Welcome and introduction to your event and Animals Asia and why their support is making such a huge difference

10.30am: Begin with some breathing practices, pranayama, and settling people into their class

11am: Your yoga class

12.30pm: Guided meditation (this can be from a reading or a recording if you don't often lead your own meditations)

12.45pm: Tea and treats, and a chance for everyone to chat about their experience and Animals Asia.

1.15pm: Event finishes



BEARBQ



It's summertime; the bees are buzzing, the barbecue is on, there's laughter in the air as friends, family and animal lovers are enjoying your cruelty free BearBQ AND at the same time collectively making a massive difference to animals in need. What could be more perfect?

We at Animals Asia think a barbecue is a super fun way to raise funds and awareness for the animals.

How to host a BearBQ



Step 1: Pick a date

Pick a date that suits you and is likely to have nice weather and you have the ball rolling.



Step 2: Decide where to hold your BearBQ

Many people choose to BBQ in their garden or in a friend's garden but there are endless options for places to create your gathering and get the whole community involved.

- Local pubs
- Town halls
- Churches
- Local parks
- Community centres
- Schools

Things to think about: How many guests are you expecting and how many will your chosen venue hold? Will seating and tables be needed? Although a BearBQ in the sun is what we hope for we should prepare for rain. Is a backup venue required if the weather doesn't go to plan? Be aware that some outdoor spaces might require permission to use the space.



Step 3: Invite your guests

Whether you're holding an intimate gathering of your family and friends or getting the community involved we have lots of ideas on how you can spread the word (as mentioned on page 6). Why not create some cute invites for your event?



Step 4: Choose a menu

The easiest way to make sure your BearBQ is as cruelty free as possible is to plan ahead. There're so many vegan options available nowadays – you can find a vegan recipe for practically anything online! Or all supermarkets will have vegan alternatives in their chilled or frozen section.





QUANTY'S QUIZ

What better way to have a laugh and test your general knowledge than by meeting up with friends and animal lovers to take part in a quiz in memory of one of the world's most incredible bears?

Quantock was a walking, wrestling, loveable miracle – to look at his beautiful, scarred face was to be reminded of the hell on earth endured by bears held captive in bile farms.

Quanty's previous life on the bear bile farm in China was so painful, so frustrating, and so constrained that he started to slowly destroy himself. He literally wore his face down – rubbing it against the bars of his cage until there was little left. There was no vet care to help him heal so he lived with the pain and anguish for years.

In 2003 he was rescued by Animals Asia – his body healed and maybe even more remarkably, so too did his soul. He learned to move on, to live, and most amazingly, he learned to trust again. For 13 years he lived free from fear and suffering at our China bear sanctuary before peacefully passing away in 2016.

Now that Quanty's gone we want you to take this remarkable smiling bear to your hearts and spread joy this winter in his memory.



Step 1: Pick a date

Quizzes are always fun and a great reason to get together, especially when you get to help the animals! Whether it's an evening in a pub, or an afternoon in the backyard, this is sure to be a crowd pleaser. Not only will your guests have a wonderful time they'll also be happy in the knowledge they are doing something great to help stop animal suffering. Even if they lose the quiz it's still a win in our book!



Step 2: Decide on a venue

Quiz in the local pub, quiz in the garden, quiz in your local hall, church, school, even in your living room. Quiz anywhere! The fantastic thing about hosting your own quiz is that you can hold it anywhere, anytime, and it can be as big or small as you like.

You might opt for a friends and family evening at home or you could take it to the wider community and host your quiz at a local haunt. Sometimes all it takes is to ask, so don't be afraid. You'll be amazed at how much people love to help.

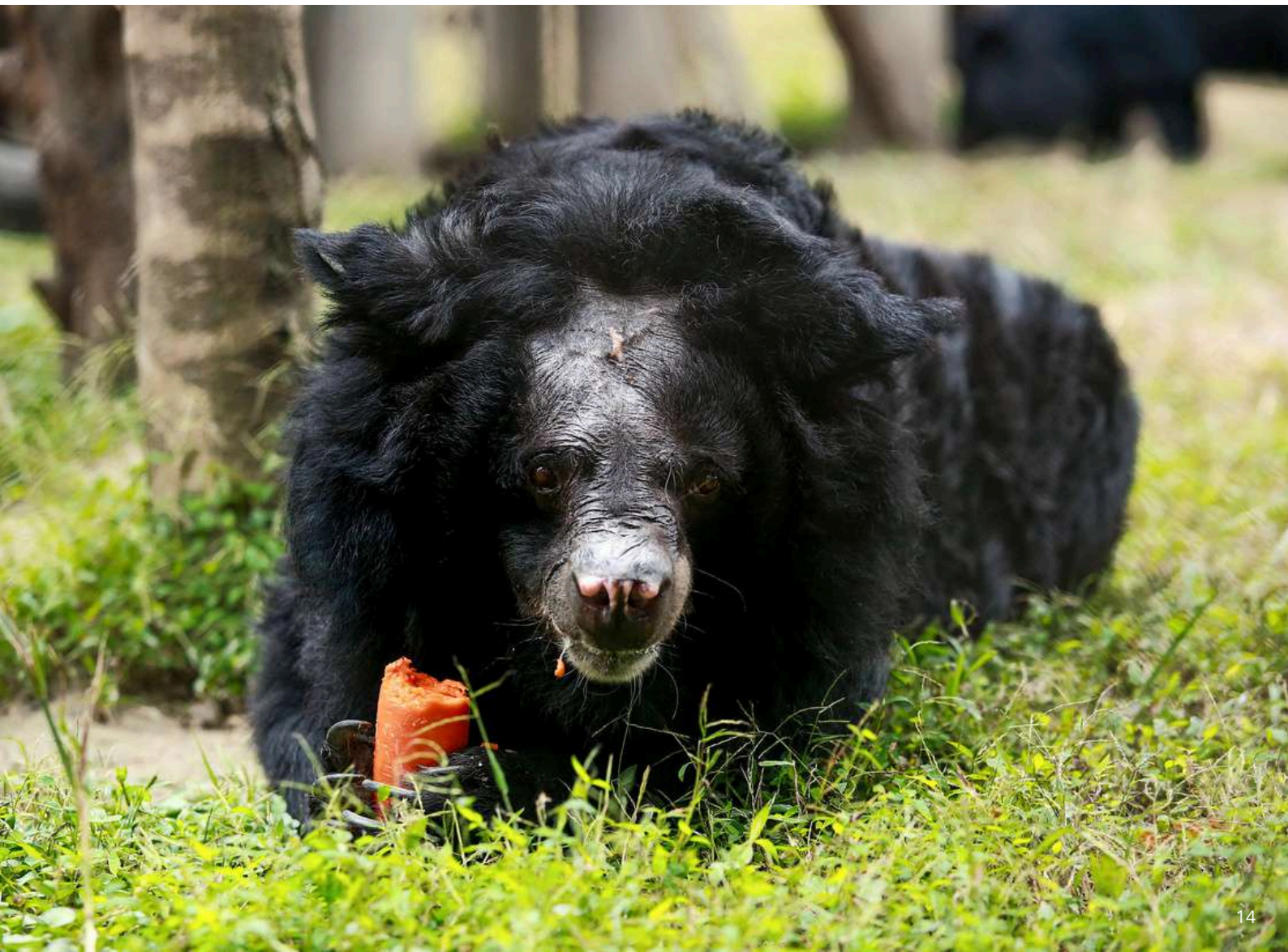
Ways to make your quiz a success



- Leave your donation box in a prominent place encouraging people to give as much as they like.
- Tell your guests about Animals Asia and why we mean so much to you, or ask your chosen Quizmaster to say a few words for you. Once people know the importance of our work, they're sure to want to help!
- Include a raffle or tombola as part of your event. Sourcing prizes can be quite easy, ask local businesses or friends if they would be willing to donate something
- Give a prize (or bonus points) for the best team name.
- Hold rounds and get creative! A quiz doesn't have to be just a list of questions. You could do a movie round, a music round, etc.
- Your event can be as long or as short as you like. We'd recommend at least two hours with an interval half way through.

RULES:

"The quiz master is always right!" They have the final say on the answers. It's always a good idea to state this clearly at the beginning. Enforce a ban on mobile phones and other internet connected devices and if someone breaks the rules, have some "forfeits for cheats" in mind!



BIG BEAR CLEAN-UP



With climate and the environment forefront in everyone's thoughts, a clean-up is a great way to get people together.

You can tailor your event to work for you. Ask supporters for a donation to take part, set up a giving page for sponsorship, and maybe end your clean-up with a pub quiz or afternoon tea.

Top tips:

- Speak to your local litter-picking group (if you have one) for advice, they may even want to join in or help promote your Big Bear clean-up!
- Set up a team fundraising page on JustGiving. It can be one link that all members participating in the clean-up can share with friends and family.
- Let your local community know you're cleaning up! Ann Markowe (pictured above) did a flyer drop in her local area informing her neighbours, and sharing her Giving page. She raised over £1,000 in sponsorship! She also contacted her local MP who was happy to help support the campaign and raise its profile.

How to host a Big Bear clean-up

Step 1: See if there's a local litter-picking group in your area

Get in touch to see if they might like to help you organise your event – it'll make the following steps much easier as they may be willing to do some of the legwork!

Step 2: Decide on a location and date

Choose an area that accumulates rubbish. Contact landowners to make sure you have legal access to this area. Landowners could be the town, district or county council, farmers, or local estate owners.

Step 3: Carry out a full risk assessment of the area

Map out the route so that you can describe it to people interested in joining. Make sure you identify locations for first aid stations, toilets, public phones, useful amenities, break areas and such.

Step 4: Decide on how you'll present your litter-pick to your volunteers

Would you like people to get sponsored to take part? Or make a donation? Or perhaps attending is free but there's an event at the end that has a fundraising for Animals Asia element like a raffle, a talk, or a coffee morning.

Step 5: Contact your local Recycling Officer

See if they can lend you equipment such as gloves, high-vis, litter pickers, etc. You can also discuss arrangements for waste disposal after the clean-up.

Step 6: Brief your volunteers

Contact your volunteers prior to the event so that they know where to meet, what to wear and what to bring.

UNBEARABLE CHALLENGE



Personal challenges are such an incredible way to not only raise funds for us, but push yourself too!

Whether it's your first 5k, Tough Mudder or a marathon, you can sign up to any sporting event across the UK and choose to use it as an opportunity to raise funds for us. Let us know what you've signed up for and we can even send you one of our "Moon Bear Hero" running vests to wear with pride during training and on the big day!

Might not be feeling sporty, but are you feeling brave? Like some of our fantastic supporters before you, you could do a head shave or hair wax for the animals? Or maybe an extreme challenge like a skydive or an abseil is more up your alley! These are amazing activities that you can have fun with, all while raising vital funds for the animals that need us across Asia.

Your challenge doesn't need to be extreme either, maybe you could try giving something up for a month? Whether it's alcohol, chocolate, sugar or even meat and dairy, we've had a whole range of supporters give up the things they love to prove their commitment to the animals. We even had a lady give up shoes and walk bear-foot for a whole week!

IMPORTANT LEGAL STUFF

When planning a fundraising event, please make sure you consider the risks and also any regulations you should abide by. If in doubt, contact us and we can talk you through the process.

FOOD HYGIENE

Food safety laws apply when food is available, whether it's for sale or not. So make sure you follow food hygiene procedures or have the relevant safety certificates to handle food.

RISK ASSESSMENT

Always identify any hazards and assess any risks that you'll need to consider prior to the event. We can provide you with a risk assessment template. You'll need adequate first aid cover to match the scale of your activity.

LICENCES

Ask your local authority whether you need to obtain any special licences. If you're holding your event in a public place, first get permission from the council or landowner.

RAFFLES

If you hold a small raffle on the day of your activity you don't need a licence, providing all ticket sales and the draw itself take place during the main event.

COLLECTIONS

It's illegal to carry out house-to-house or public street collections without a licence. You'll need to go onto your local council website to apply. You can contact our friendly [Supporter Care Team](#) to help you with that.

THE MONEY

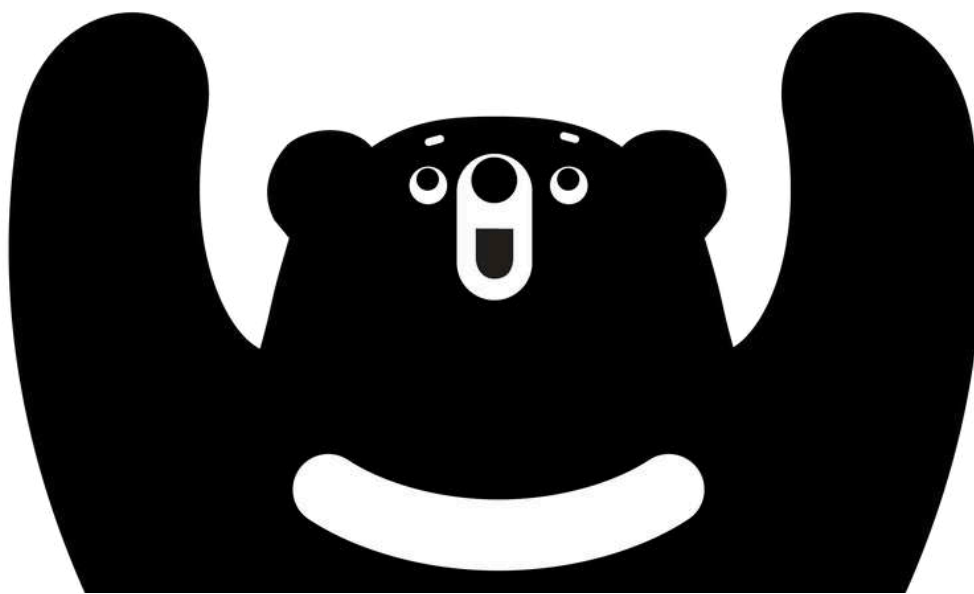
If possible, the money you've collected should be witnessed by another person to verify the total amount raised. All cash donated must be kept in a secure place and banked as soon as possible. Never send cash in the post!

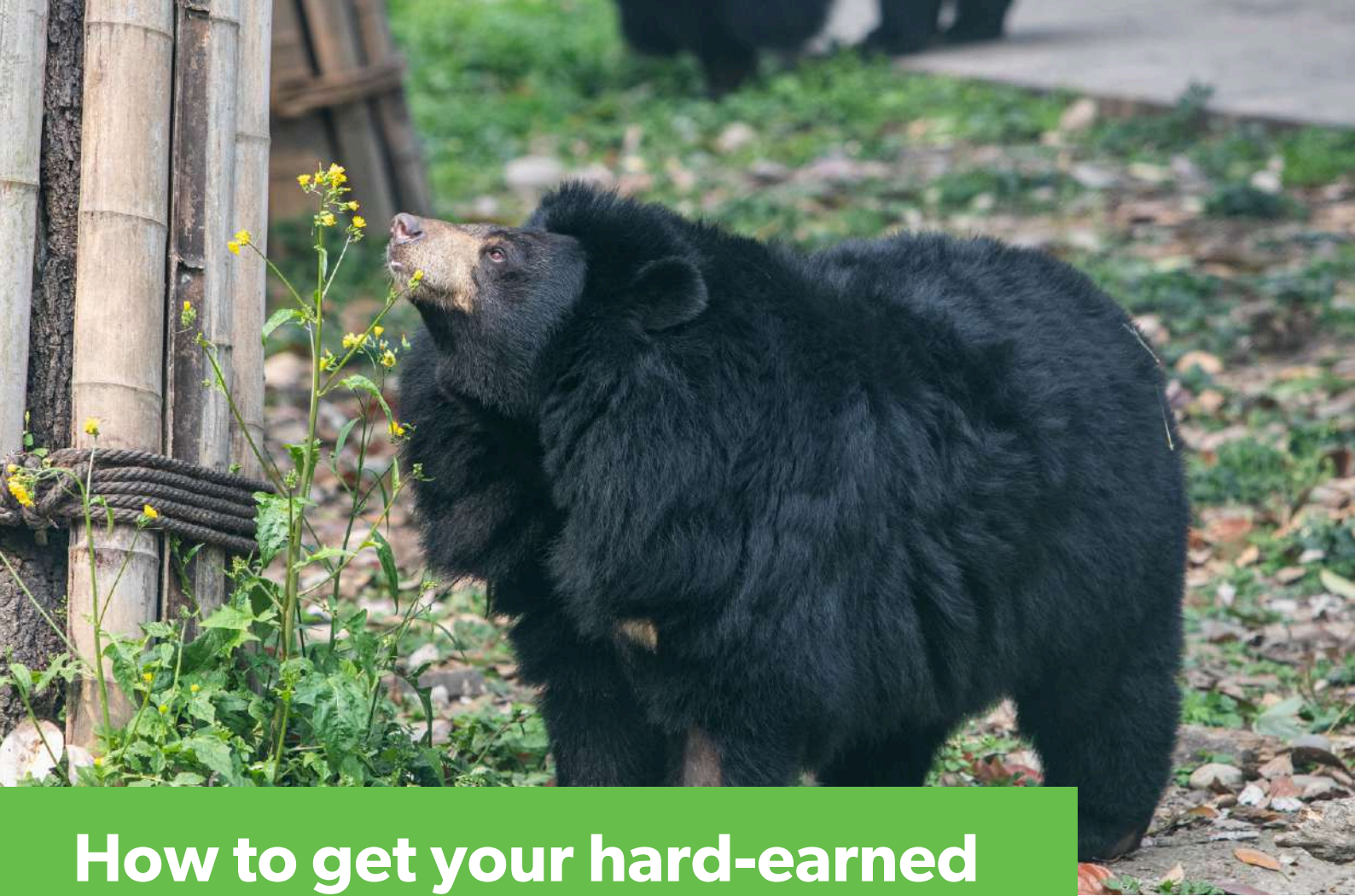
INSURANCE

Remember, you're responsible for your event and Animals Asia cannot accept liability for any fundraising activity or event you undertake. For advice on insurance, please speak to your local insurance company.

NEED MORE ADVICE?

Call the Animals Asia team on 01752 224 424 and we'll gladly help with anything you need.





How to get your hard-earned cash to the animals

There are different ways to get your much-appreciated donations to us:

- Credit card or debit card via our UK Office: Please call **01752 224 424**
- Cheque payable to “**Animals Asia Foundation**” and sent to:
Animals Asia Foundation, 126 Fairlie Road, Slough, SL1 4PY, United Kingdom
- Pay via this online payment form: **animalsasia.org/payinfundraising**
- Deposit into our bank account:
Account name: Animals Asia Foundation
Account number: 65073616
Currency: Sterling
Sort Code: 08-92-99
Bank address: Business Direct, The Co-operative Bank, PO Box 250, Skelmersdale, WN8 6WT

Whichever way you choose to get your funds to us, please let us know the amount and date of deposit. You can email us at info@animalsasia.org



MAKE THE MOST OF SOCIAL MEDIA

Spread the word

Don't forget to post about your incredible fundraising on social media so that all your friends can see and donate! Tag us at the following channels:



www.instagram.com/animalsasia



www.facebook.com/AnimalsAsia



www.youtube.com/user/HKAAF



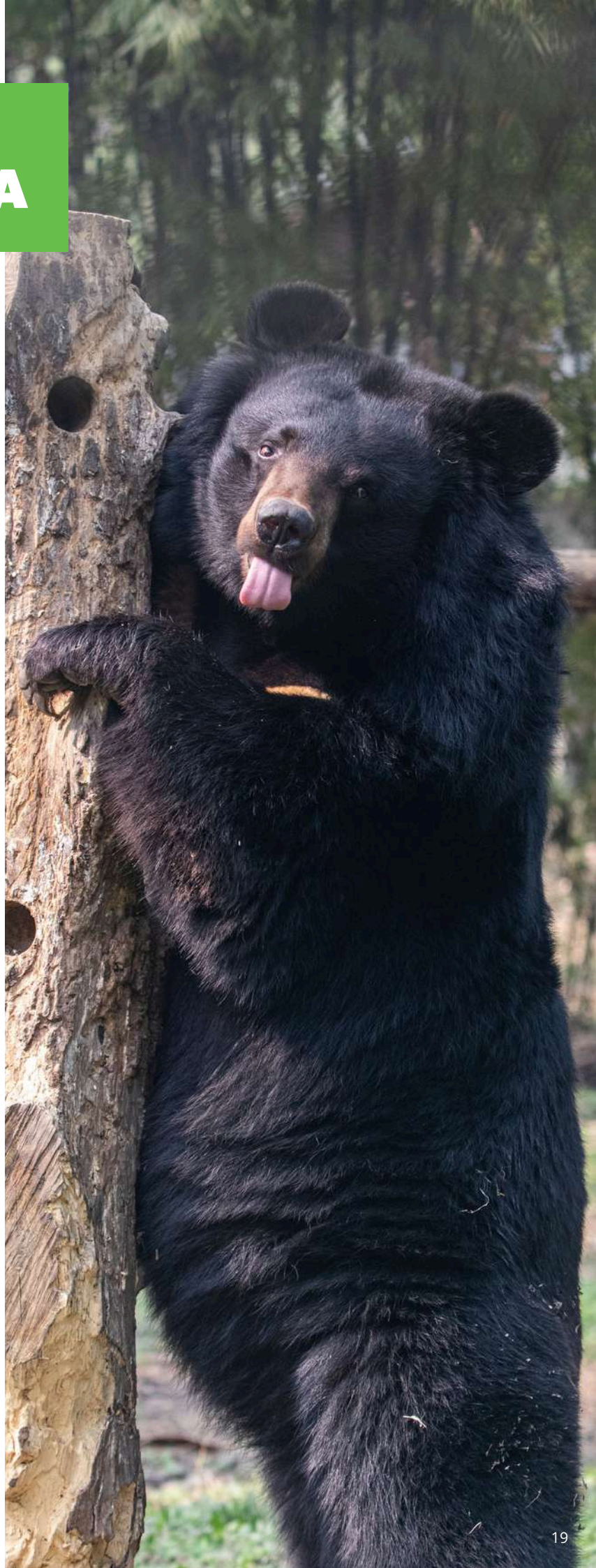
www.twitter.com/animalsasia



www.tiktok.com/@animalsasia



www.linkedin.com/company/animals-asia



OTHER WAYS TO HELP

eBay

Animals Asia Foundation is a registered eBay charity. This means that when you sell goods on eBay, you can donate all or part of your proceeds to us.

To get started all you need to do is:

- Select "Animals Asia Foundation" as your chosen charity when listing your item – usually at the bottom of your listing.
- Choose the percentage of proceeds to go towards our work



Recycling for Animals Asia in partnership with Recycling for Good Causes

You can donate all your broken and unwanted jewellery to raise money for Animals Asia, as well as many other items that can be recycled.

We can recycle:

- **Jewellery** – gold, silver, costume jewellery, watches, broken and damaged items (like odd earrings, snapped chains or items with missing stones).
- **Bank notes** from ANY country of any age, so all of those obsolete pre-euro notes are a perfect start!
- **Mobile phones**
- **Cameras** (old film, digital and video)
- **Stamps** (loose, single, albums, first day covers, presentation packs, collections, postcard collections)
- **Gadgets** (Sat-Navs, Ipods, MP3 players, games consoles, games and accessories).

You can either post them to our UK office or order a free collection sack to be picked up directly by Recycling for Good Causes.



Did you know that you can help us raise funds simply by recycling your printer inkjet cartridges via our **Recycle4Charity** program?

For each ink cartridge recycled via the program we will receive up to £2 donation. You can either post them to us or request a box to collect at home.

To send your cartridges or start collecting for us click [here](#) or go to www.recycle4charity.co.uk



Giveacar is a not-for-profit social enterprise that turns unwanted cars into cash for UK charities. For a quick, free and painless car removal that also benefits the animals you can find out more [here](http://www.giveacar.co.uk) at www.giveacar.co.uk or call 020 3820 2790.



Give as You Live

Shop with your favourite stores online and they'll donate to Animals Asia Foundation.

Simply visit:

www.giveasyoulive.com/join/animalsasiafoundation



Easyfundraising.org.uk

Easyfundraising is a shopping directory listing some of your favourite stores. Whenever you shop with any one of them using the links provided on the easyfundraising site, you'll generate a donation for us of up to 15 per cent of the purchase price.

All you need to do is register for free at www.easyfundraising.org.uk and use easyfundraising every time you shop online.

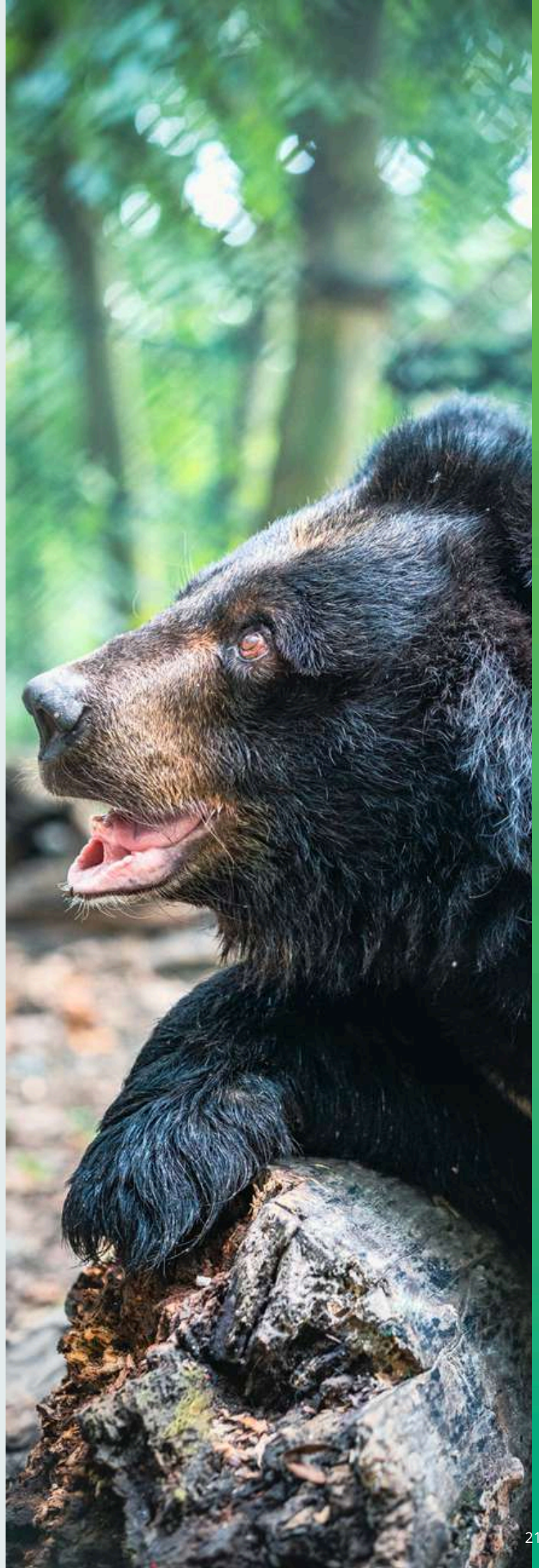


Savoo

You can also support us through Savoo.

Simply use Savoo Search as your default search engine (the same way as you would your current search engine) and Savoo will donate 1p for every search.

If you're looking to do some online shopping and want to get a great deal, Savoo has thousands of voucher codes and deals that will help you save money. And they'll donate to Animals Asia at the same time.



**Thank you from Tango and friends.
Your kindness means the world to
these precious bears.**

