

BEAR
HUGS
FOR
BEARS.ORG

HOW TO HOST A HUGFEST



Hugging our way to freedom

- Thousands of moon bears are currently confined in horrific cages on bear bile farms throughout Asia.
- Some spend their entire life in these cages. They can't enjoy the most basic of bear behaviors. And the pain they suffer through bile extraction is excruciating.
- By joining Bear Hugs for Bears and hosting a Hugfest, you'll be helping our campaign to end this barbaric industry and showing the world how bears should be free to behave.



"It's become an Animals Asia tradition that each rescue ends with a group 'bear hug'. It's part celebration and it's part therapy. Because what we have seen in bear bile farms we can never forget. This cruelty is grotesque and unnecessary and it must end.

"The campaign is so much a part of my life that it shocks me when I meet someone who is yet to hear of bear bile farming. Once aware, people tell me that thoughts of thousands of caged bears keeps them awake at night. There is no easy way to tell people about this cruelty. I can't say it's all going to be okay. I can't say it will end this month, or next year, or even next decade. But within my lifetime I believe there is hope.

"All I know is we'll never stop fighting for these bears and to the people who learn about this horror then I am sorry to burden you with this too. But you need to know. And yes, now you too need a hug.

"Our hugs are a brief break from this horror. A few seconds comfort within this incredible global community of animal lovers. Hug, smile and remember the 400 bears in our sanctuaries, rescued from the bile industry - literally hugging and wrestling their friends in the sunshine. Have fun with your 'bear hugs for bears' today. Spread the word and share the love. Tomorrow, next week, next year, next decade - for as long as it takes - we will fight on."

Jill Robinson, Founder and CEO



Hug your own way

There are many ways to host a Hugfest fundraiser for our bears. Here are just a few ideas to get you started:



Set up a 'Hugging Booth'

At your workplace, club, or in the street, set up a hugging booth where people can donate to Animals Asia in return for a Bear Hug. Don't forget to set up a camera so you can post your hugs on social media with #BearHugsForBears



Hold a Bear Hugs at Work day

Invite your workmates, colleagues, clients and customers to share Hugs instead of Handshakes for a day. It is a great opportunity for team building, creating closer ties with clients, and resolving conflicts with the healing power of Hugs. And of course to raise donations for Animals Asia.



Hold a BearHugsForBears Party

It's like any other party, but with more hugs! Invite your friends to share the love and donate their hugs and funds for our bears.



Hold a Hugathon

Set up a fun running event where couples have to run the course hugging. All entrants donate an entry fee and can gather sponsors for their team. Set up a small prize, like a BearHugsForBears T-shirt for first across the finish line, and another prize for the team that raises the largest sponsorship donation.



The background of the page features a vibrant orange and yellow sunburst or forest scene. On the left side, there are several black bears. One bear is standing on its hind legs, reaching up towards the top left. Another bear is partially visible behind it. In the foreground, a large black bear is shown in profile, facing right, with its mouth slightly open. A third bear is visible behind it, looking towards the camera. The overall composition is dynamic and nature-themed.

Fundraising tips to get you going

Fundraising can seem daunting at first, but the following ideas will help you put on a terrific event in no time. And if you need advice, please contact us. See the back page for full contact details.

- Set a fundraising target – this will inspire you and your supporters to work to achieve it.
- Be organized – start planning early and give your guests or those involved plenty of notice.
- Get your local community on board! Invite local businesses to make a donation or donate in kind by offering their venue for the event or goods/services for prizes.
- Involve your friends and family – ask talented friends, family and colleagues to join in by taking photographs, playing music, baking... or simply helping to spread the word.
- Hold an event at work and ask management to match the funds you raise.
- Use social media to promote your event.
- Promote your event with posters or fliers. Ask local shops to display them for you. Email them, or create invitations to post or hand deliver.
- Ask your local newspaper and radio station for help promoting your event.

Some guidelines for representing Animals Asia

- Don't use sponsorship money or donations to fund your event (eg, buying food, alcohol, etc).
- Try to be cruelty free: If your event involves food, please consider giving meat a miss and serving vegetarian instead. Keep prizes cruelty free too – avoid leather and fur, and cosmetics that have been tested on animals.
- Capture the fun – remember to take lots of photos. We'd love to use them on our website and social media platforms, and you can send them to guests after the event.
- Don't forget to thank everyone involved and let them know how much money was raised.



Organizing your event

Take your time and plan each part carefully. Helpful planning suggestions are listed below and should ease you into the organization process.

- Set up a Just Giving sponsorship page at www.justgiving.com – your very own fundraising page which is very simple to use.
- Set a date – We are holding our BearHugsForBears in the week of May 2-9, 2016, so it would be great if you could have your event that week. Just remember to let everyone know in advance so they can save the date in their diary.
- Choose a venue – Events can be hosted anywhere – at your home, your office, a school, restaurant or elsewhere. Whatever venue you choose, make sure that it's available on your chosen date before you send out your invitations.
- Inviting the guests – Make sure your guests know that it's a fundraiser, so they come along prepared to donate. The sooner you get your invitations out, the better. Don't just ask your circle of friends – ask your circle to ask their circles!
- Raising money – How you raise money is up to you. The simplest ways are to charge an entrance fee or participation fee, or to set up an Animals Asia donation box and let your guests donate as much as they like. If guests can't attend the event, you can invite them to donate using a donation form.
- Receipts – If your guests require a receipt, please keep a record of their donations and full contact details on the donation receipt request form. You can send this to Animals Asia along with your details and we will send your guests their individual receipts.
- Thank your guests – Remember to thank all your guests/sponsors and let them know how much was raised.
- Don't forget to let us know in advance so we can promote your event to our supporters!

Getting your hard earned donations to us

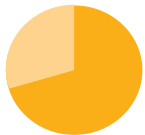
There are three ways for you to pass the cash donations received at your event on to us.

Online payment (the simplest way): Make a payment to us online, by credit card or debit card, and send us details of your event. The money will be transferred from your account to ours.

Check/money order: Make a check out to Animals Asia Foundation for the cash amount raised and mail it with details of your event to your local Animals Asia office.

Some facts to share with your guests

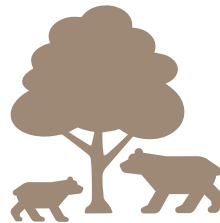
70%



70% of all donations to Animals Asia goes directly to helping the animals.



Animals Asia has rescued over 570 bears to date in China and Vietnam.



30,000 In the wild, bear cubs stay with their mothers for two to three years



The moon bear is the most trafficked bear species in the world.



Animals Asia rescues mostly moon bears, but also sun bears, brown bears and hybrid brown/moon bears.

86%



86% of Chinese people oppose bear bile farming, an Animals Asia survey shows.



Bear bile is used as an anti-inflammatory in traditional medicine, but it's also added to household products like toothpaste.



Animals Asia's two bear sanctuaries have accreditation from the Global Federation of Animal Sanctuaries – which is a first in China.



Animals Asia teaches around 50,000 Chinese and Vietnamese students annually about bear farming.



Moon bears and sun bears are named for the yellow fur on their chests.



Bile farm bears can spend their entire lives of over 30 years in tiny cages.

Join in anyway

If you can't organize your own event, you can always take part in events or campaigns already set up. See our website for what's on locally and globally.



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Animals Asia Foundation is a registered charity in Australia, Germany, Hong Kong, Italy, the UK and US. Donations are tax-deductible in all these countries.