

Animals Asia
**Putting the fun
into fundraising**

p2 All about Animals Asia
p5 Where your funds go
p6 Ideas for getting started
p8 Getting your funds to us
p9 Some bear facts





Welcome to Animals Asia

“Nothing could be sweeter than raising money through an event that really does make a profound difference to the lives and happiness of our bears. You are limited only by your imagination, so be creative and between us we can help the bears put their years of suffering behind them.”

– Jill Robinson MBE, Founder and CEO



Our mission

Animals Asia is devoted to the needs of wild and domesticated species in Asia. We are working to end cruelty and restore respect for animals across Asia.



What we do

End Bear Bile Farming

Animals Asia is devoted to ending the barbaric trade of bear bile farming, which sees thousands of bears kept on bile farms in China and Vietnam. We have rescued hundreds of these bears and brought them to our sanctuaries.

Cat and Dog Welfare

Animals Asia works to end the trade in cats and dogs for human consumption in China, lobbies to improve the welfare of companion animals and promote humane population management.

Captive Animal Welfare

Animals Asia campaigns for an end to abusive practices to animals held captive in facilities throughout China and Vietnam, working closely with governing authorities to improve animal management and increase awareness of the welfare needs of these captive animals.



What your support means

Thanks to our amazing fundraisers, there's no limit to what WE CAN ACHIEVE TOGETHER for the bears and other abused animals.

Your support means we will be able to provide the over 300 bears in our care with nutritious food, a home at one of our world-class sanctuaries in Chengdu, China or Tam Dao, Vietnam and ongoing veterinary care.

It means our vital work to end cruel wild animal performances in zoos and safari parks can continue, and it means dogs and cats are gaining the respect they deserve in China.

Much of our work is done quietly behind the scenes – talking with those who have the power to bring about lasting welfare improvements for the animals. Our work in schools and the community is equally important in shaping a kinder world.



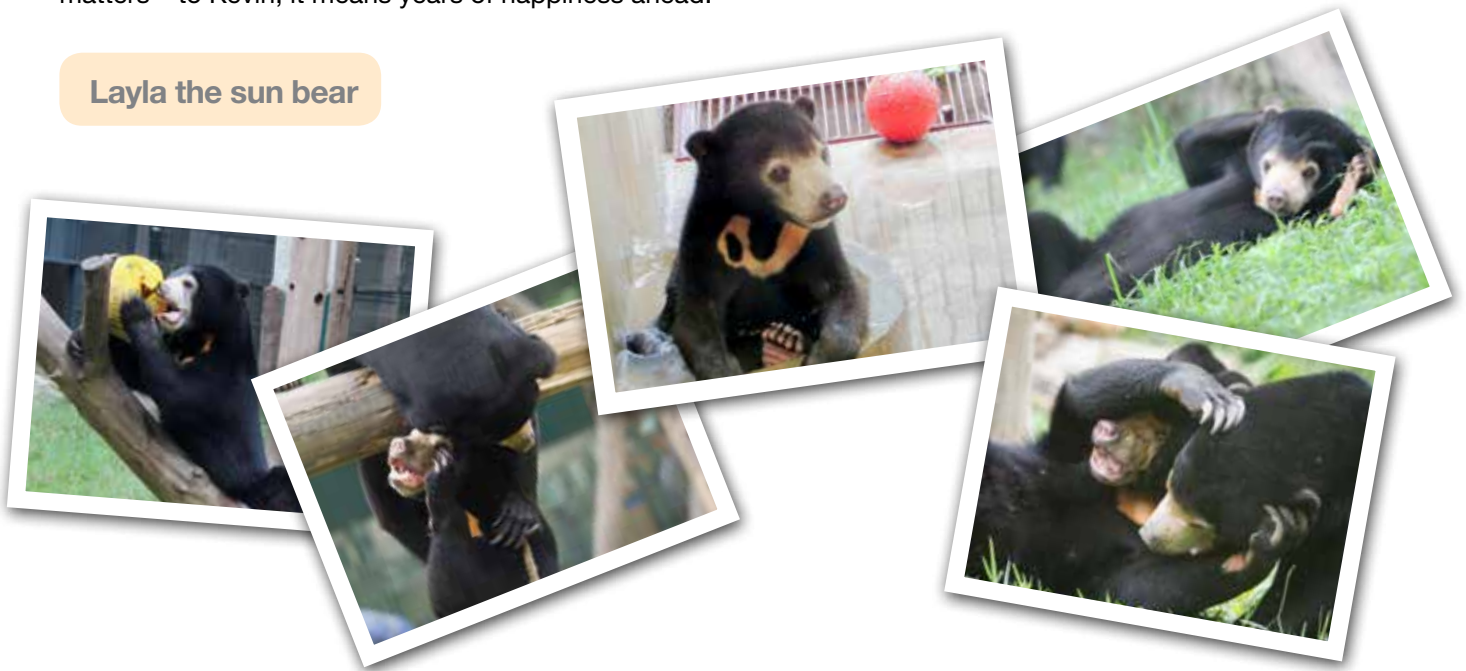
Mending the broken bears

Kevin the moon bear



Many of the rescued bears arrive from the farms with life-threatening injuries and chronic, painful conditions. But like Kevin the moon bear, now known as our “smiling bear”, most recover to live full and happy lives. These bears need lifelong veterinary treatment and medication. To these animals, your support matters – to Kevin, it means years of happiness ahead.

Layla the sun bear



Plucky Layla was rescued from poachers when she was only five months old, and weighed just 13kg when she arrived. She’s grown up quite a bit since then and is making the most of her enclosure, which is packed with hammocks, climbing frames, swings, multi-level platforms and tunnels.

Layla recently met her first ever friend, Sassy. This touching moment marked the end of solitude for both youngsters and they celebrated with some happy wrestling.

Due to Sassy’s history of stress, the integration between the two was handled with the utmost care. Both had been living in adjacent dens for eight months giving them plenty of time to become acquainted. The two have become the best of friends spending their time playing, wrestling and destroying the sanctuary furniture.

Every one of the hundreds of bears rescued from bile farms has a heart-breaking story. As a dedicated fundraiser, you’ll be giving them the happy endings they deserve.

Wondering where your funds will go?

Your event will not just benefit Kevin, Layla and our other bears. It will also help us to educate people on the plight of these critically endangered bears, and show them what it means to care for bears with compassion and recognition of the individual. It's a ripple effect that can't be stopped.

Here are a few things your kindness could provide for the bears:

US\$90 can build a wooden play structure: these simple structures provide the bears with hours of climbing and foraging fun.

US\$110 can buy a hammock for the beautiful bears to laze their days away.



US\$173 can build a bear food ball puzzle: this will keep a bear entertained for hours as she or he tries to get the yummy food treats inside.



US\$430 can pay for a bear to have a health-check, including dentistry.



US\$1,950 can provide 10 bears with vet care for one month.



US\$2,700 can give four bears gall bladder surgery. Many of the bears need to have their gall bladders removed because of severe damage caused by bile extraction.



Multiply your efforts

If you want to create a team at work or a support group that could lead to much-needed bear dens, outdoor enclosures or to help sponsor the veterinary teams at our bear rescue centres, we'd love to hear from you.



Let's get started!

There are lots of ways to fundraise for Kevin, Layla and their furry pals at our sanctuaries. Wherever you are, whatever your interests are, you can have fun planning a fundraising activity.

We have put together this resource to help you make your fundraiser as simple and successful as possible.



Join in anyway

If you can't organise 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.

A few fundraising ideas

There's no limit to the ways you can help the bears. You can email us at info@animalsasia.org for a full list of ideas, but here are a few ideas we know have worked in the past.

- Bake sale – sell your delicious cakes, muffins and other baked delights at work or your children's school
- Shopping centre collection/supermarket bag pack – hold a regular gathering at your local pet store or supermarket to raise awareness and money. This may require permission letters which we can provide. Contact your local office for help
- World Animal Day (Oct 4) – create an event such as an “Animals Asia Walk for Freedom” for guardians and companion animals
- Skydive – if jumping out of a plane is how you get your kicks, why not ask for sponsors?
- Trekking – organise a walk at home or abroad and encourage a minimum donation
- Give it up for Animals Asia – a great incentive to give up smoking, chocolate or whatever you have been trying to quit, and ask friends to sponsor you
- Life events giving – ask your friends and relatives to honour your wedding or birthday with a donation to Animals Asia instead of buying you a gift. Why not use Just Giving?



Fundraising tips to get you going!

Fundraising can seem daunting at first, but the following ideas will help you get started. 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 organised – 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 your social media channels 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. We have an ethical policy that you can request from your local office.
- 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.



Organising your event

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

- **Set up a Just Giving sponsorship page at www.justgiving.com** – or use your favoured fundraising app.
- **Set a date** – You can hold your special event any time throughout the year. 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. Please avoid venues used for animal sports. Whatever venue you choose, make sure that it is 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 that 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 a donation for entrance/participation, 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. Sponsorship forms available on request. If you're in the UK, remember you can increase donations by 25 per cent through Gift Aid.



- **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 by emailing info@animalsasia.org in advance so we can promote your event to our supporters!



Getting your hard earned donations to us

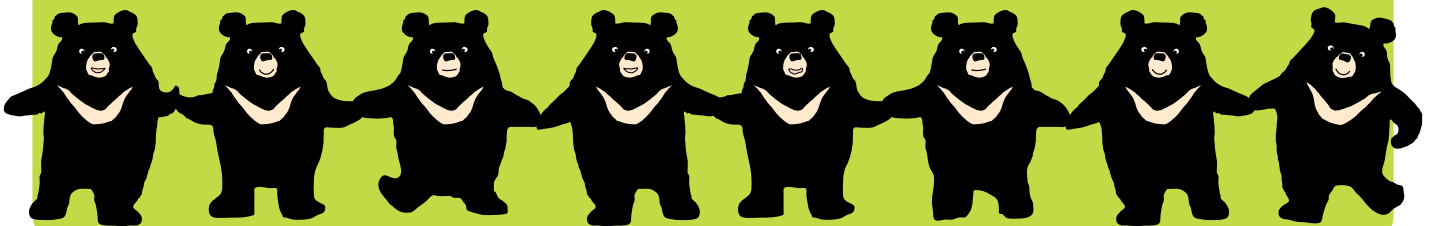
There are four ways for you to pass the cash donations received at your event on to us.

Online payment (the simplest way): Make a payment to us online at www.animalsasia.org/donate and send us details of your event.

By credit card or debit card by calling your local office. The money will be transferred from your account to ours.

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

Bank: Deposit the money straight into our bank account and contact your local office with details of your fundraising.



Your support means so much

Animals Asia has rescued
**hundreds
of bears**
since 2000.



Thousands
of drug stores and traditional
doctors in China have joined our
campaign and stopped selling
bear bile.



We run
**two
sanctuaries**
with climbing frames, pools and dens
for hundreds of bears at Tam Dao in
Vietnam and Chengdu in China.

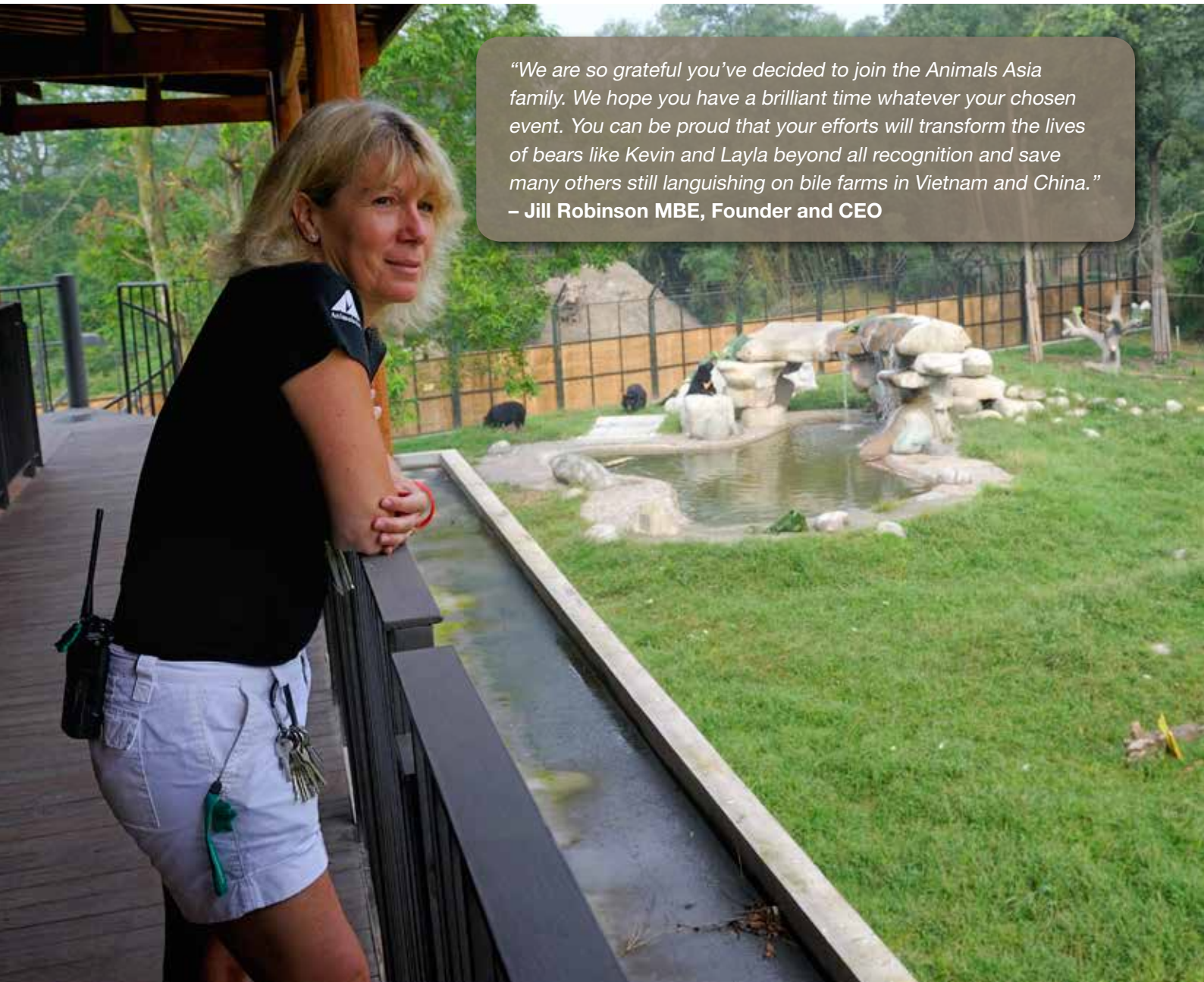


Some facts to share with your guests

- 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.
- 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% 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 – a first in both China and Vietnam.
- 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.



"We are so grateful you've decided to join the Animals Asia family. We hope you have a brilliant time whatever your chosen event. You can be proud that your efforts will transform the lives of bears like Kevin and Layla beyond all recognition and save many others still languishing on bile farms in Vietnam and China."
– Jill Robinson MBE, Founder and CEO





Hong Kong Head Office

GPO Box 374, Hong Kong

Tel: 852 2791 2225 Fax: 852 2791 2320 Email: hkqueries@animalsasia.org

Australia and New Zealand

PO Box 275, Blackwood, SA 5051, Australia

Tel: 1800 666 004, 08 8270 1955 Fax: 08 8270 5176 Email: australiaqueries@animalsasia.org

PO Box 6679, Auckland, New Zealand

Tel: 0800 728 323 Email: nzqueries@animalsasia.org

Germany

Postfach 44 05 54, D-80754 Munich, Germany

Tel: 49 89 383 77 130 Fax: 49 89 383 77 13 20 Email: info@animalsasia.de

Italy

Via XX Settembre 26/5, 16121 Genova, Italy

Tel: 010 0981670 Fax: 010 0981679 Email: info@animalsasia.it

UK

3 Ashleigh Meadow, Tregondale Farm, Menheniot, Cornwall PL14 3RG, UK

Tel: 01579 347148 Fax: 01579 347343 Email: ukqueries@animalsasia.org

Registered Charity Number 1086903

US

300 Broadway, Suite 32, San Francisco, CA 94133-4587, USA

Tel: 1888 420 BEAR Fax: 1888 420 1610 Email: americaqueries@animalsasia.org

Website: www.animalsasia.org

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.