



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.

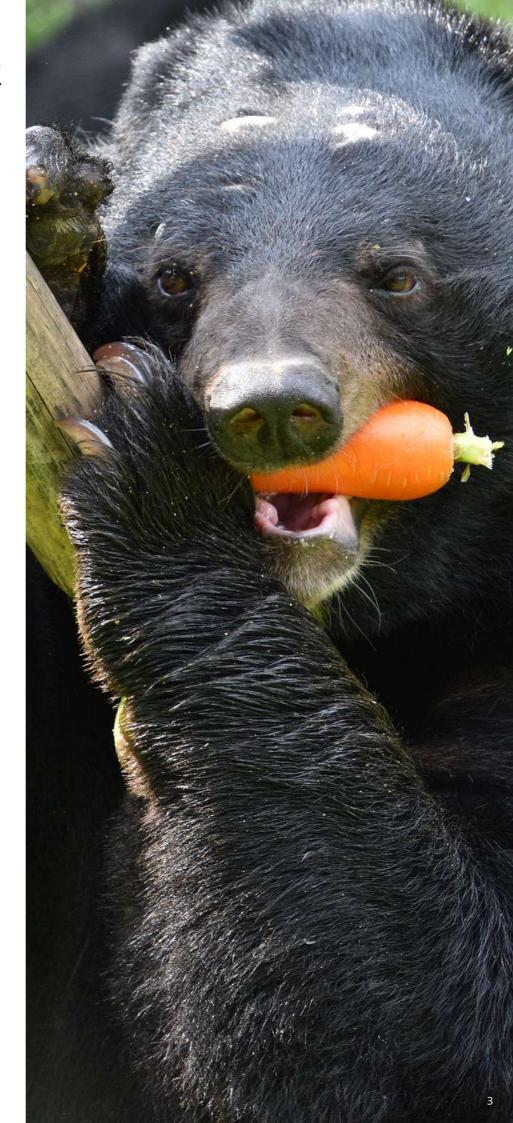
We oversee the care of 11 former working elephants in Vietnam. And we run a pioneering ethical tourism venture where visitors observe the elephants from a respectful distance.

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 is coming 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 within the community, laying foundations for a kinder world.





Power in numbers

There are so many ways you can get involved with Animals Asia, and one of the most fun ways to raise money and awareness is by joining (or creating) an Animals Asia Support Group! We have over 40 support groups across the globe, and we'd love to have some more around Australia and New Zealand.

The goal of our support groups is to gather together like-minded animal lovers in your area, to organise activities to raise money and/or awareness for Animals Asia.

- Some hold street collections, others have stalls at local markets or festivals
- Some place collection tins in local shops or cafes.

• Some even host litter picks.

The possibilities are endless, and there's no pressure – whether you hold an event once a year or once a month, being part of a support group is a fantastic way to meet other passionate people, while helping the animals and having fun.

You don't need anything to set up a group – just yourself and a passion for animal welfare.

We'll be here to guide you every step of the way and support you with literature, putting you in touch with other potential group members, 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

If your interest is piqued but you're still not sure, why not join our <u>Animals Asia Moon</u> <u>Bear Heroes</u> Facebook page, where you can see what our groups get up to and maybe even ask some of the coordinators any burning questions you have!









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, vegan supermarkets or vet surgeries, but really you can place them anywhere that people might walk through!

We're also on the look-out 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

It might even be that large retailers like Bunnings will let you collect outside the front door with a table! We can provide you with any promotional materials you'd need for this; it's worth going in and speaking to a representative about how you can do this as it will vary from shop to shop.

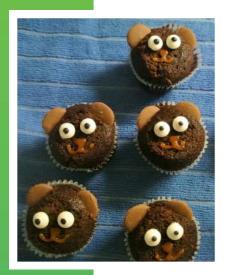


Hold your own fundraising event

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.





Baking for Bears – Baking for Bears Nobody can resist a good cake, or "bear-ownie", especially when they're supporting a good cause. So why not get baking?

Dress down days – Friday at the office or at school is the perfect day to dress casual. Everyone donates to take part, and you could make it themed.

Local markets - Your trash could be another person's treasure. You can apply for stalls fairly cheaply or sometimes free at local events. We can provide you with a collection tin, leaflets and posters so passers-by know exactly what you're fundraising for.



Open garden events – Do you have a beautiful garden that you'd love to show off to the public? Garden events are common throughout the summer and give people the chance to showcase their gorgeous gardens, while also asking for donations to be made to charities they care about. It's a great way to raise awareness too if you set up a little stall with information.

A special occasion – Getting married or have a birthday soon? You could ask people to donate rather than give you gifts. You can do this really easily through Facebook. Set up your fundraiser today at **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 – 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 creative games throughout the evening. A raffle or auction would work well too.

Nature walk – You can ask participants to either make a donation or get sponsors. You might be able to get someone from your local walking group to volunteer their time to host it.

Teddy Bears' picnic – Invite your family and friends to bring their little ones along (with their favourite bear!) You could gather in your garden, on the beach, or in a local park. Ask for a small donation, add some garden games and snacks, and you've got yourself a party! This is 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?



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 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, e.g 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!

Local press: There's always an events section in local papers and magazines. They often have websites and busy social media pages where they promote local events, especially for charity. Why not send them your event details?

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

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!



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 (\$5)



One month's phone bill could treat the pain of an arthritic bear (\$50)



A pint could provide saline solution to clean the cuts and scratches of our now free-roaming elephants (\$10)



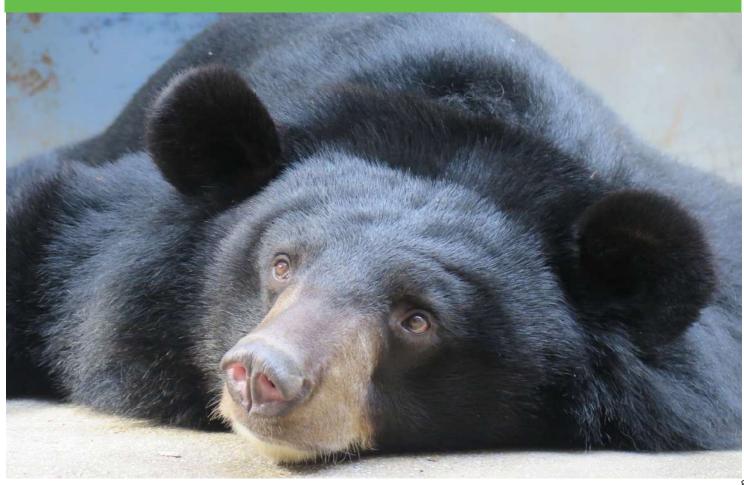
A new party outfit could buy the bears a paddling pool or swing (\$100)



A ticket to the cinema could vaccinate a dog against rabies (\$20)



A visit to the theatre could feed a bear for an entire month (\$230)





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.





If you love attending (or teaching) wellness classes such as yoga, meditation or pilates, this idea could be for you! Why not help to organise a wellness class where all the proceeds are donated to charity? You could speak to your local gym, or class facilitator, and ask if they could dedicate a class for the animals.... Or, you could simply place a collection tin in the class location, and donate the funds after a few months.

Perhaps go completely outside the box and organise a Stand-up Paddle Boarding (SUP) yoga class! It's worth reaching out to your local SUP club to see if they'd like to help you host your and cover things like health and safety and having an instructor lead it.

Are you a yoga/wellness facilitator? If so, you could dedicate one of your regular classes to the animals by donating the proceeds. Or how about simply asking your students to pay an extra donation? Or you could go the extra mile and donate proceeds from a charity wellness workshop! This could create some fabulous positive publicity for your classes, while raising awareness for the animals. And by doing this, you'll not only be helping people through your teachings, but will also directly be helping us to stop bear bile farming, to end the dog and cat meat trade, and to ensure captive animals across Asia can live free of suffering.

If you're interested in these ideas, you can find more details on the next page.









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

If you're not a yoga teacher, don't worry. The yoga community is full of compassionate teachers who would love the chance to give back. Ask at your local gym if there's a teacher who would be willing to give one hour of their time to come along to your event and teach your yoga students?

Here's 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

10.15am: Begin with a Dharma talk, a short talk discussing a yogic teaching that resonates with you, or the theme of the class.

10.30am: Your yoga class

11:30pm: Guided meditation – this can be a reading or a recording if you don't often lead your own meditations. (Tara Brach has some great guided meditations on Apple Podcasts, or there are lots on YouTube.)

12.00pm: Tea and treats – a perfect round off to your mini workshop and a chance for everyone to chat about their experience and the charity.

12:15pm: Journalling and sharing circle – everyone writes what came up for them during the class, invitation to share afterwards.

1.00pm: Event finishes



A hot, sunny day simply isn't complete without a barbie, so why not turn this Australian staple into a fun and tasty fundraiser for the animals?

It's as simple as hosting a BBQ with family and friends, and collecting donations from those enjoying the event. Or, you could even hold a public BBQ, in a park or at a market, and sell your culinary creations to the public with the proceeds going to the bears!

How to host a BearBQ



Step 1: Pick a date

Pick a date that suits your fundraiser and you have the ball rolling.



Step 2: Decide where to hold your BearBO

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
- Community centres
- Town halls
- Schools
- Local parks
- Local beaches

Things to think about: How many guests are you expecting and how many will your chosen venue hold? Will seating be available and tables, or picnic blankets? Be aware that you might need permission to use some outdoor spaces.



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 (see page 7).



Step 4: Choose a menu

The easiest way to make sure your BearBQ is as cruelty free as possible is to plan ahead. There are 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. Keeping it simple with burgers and sausages is always a winner.





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.

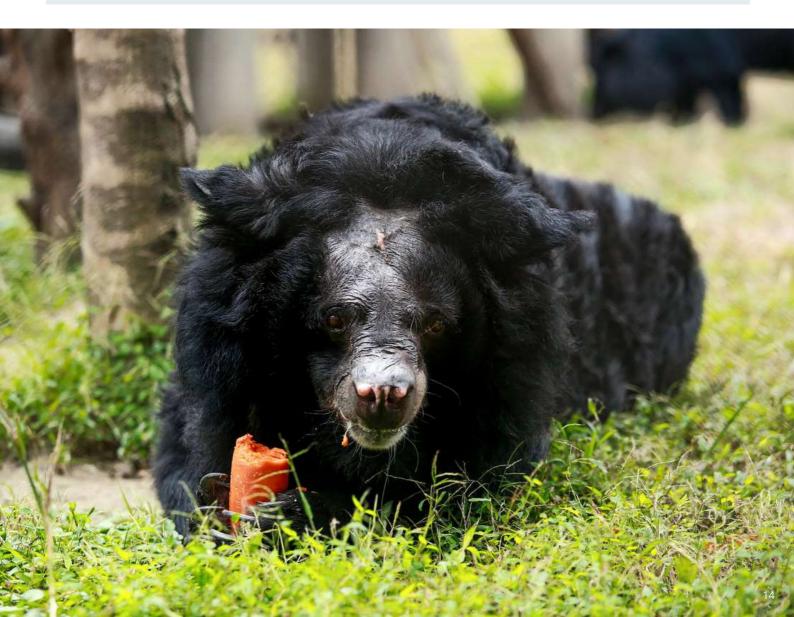
Ways to make your quiz a success

- 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!



BEAR-FOOT BOWLS

What's better than spending a Sunday arvo playing barefoot bowls with your mates?...

... A Sunday arvo playing bear-foot bowls with your mates, while raising money for charity!

There are so many possibilities for raising money at barefoot bowls... here are a few of our suggestions:

- Collection tin hosting: Ask the manager for permission to fundraise simply by walking around, or setting up near the entrance with your collection tin. If you'd like some Animals Asia posters to put up or leaflets to hand out, just let us know and we can send you some.
- Raffle: Sell players tickets to a raffle, to be drawn at the end of the day. Perhaps the owner of the club could pitch in for a prize, like a free meal. Make sure you note down people's email addresses so you can let them know they've won if they leave early.
- Bear-foot bowls party: Invite your mates to the club for a bear-foot bowls party. A donation to participate is all it takes to make a great fundraiser, and a lot of fun!



BIG BEAR CLEAN-UP



With climate and the environment at the forefront of everyone's minds, there's no better time to get your neighbours, friends, family and colleagues together to get cleaning up your local neigh-bear-hood!

You can host a litter-pick or beach clean with supporters making a donation to take part, set up a giving page to get sponsors, or host a litter pick that ends with a pub quiz or afternoon tea!

How to host a Big Bear clean-up

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

Get in touch to see if they might like to help you organise your event. It will 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 where rubbish accumulates. Contact landowners to make sure you have legal access to the 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, toilets, public phones, useful amenities, break areas and such.

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

Would you like people to get sponsors to be able to take part? Or would you like them to make a donation? Or perhaps joining could be free and a fundraising event could be held at the end – a raffle, a talk or coffee meet up.

Step 5: Contact your local recycling officer

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

Step 6: Brief your volunteers

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



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 & family.
- Let your local community know you're cleaning up. Do a flyer drop in your local area to inform your neighbours and quote your Giving page.
 Contact a local political representative who might support your event and raise its profile.

Recycling can also benefit the animals. Take Sue and Steve Carson who've raised more than \$12,000 over the years simply from collecting and recycling cans and bottles.



"Here in Queensland the government has introduced a 10 cent return on all glass and plastic bottles as well as cans. My husband spends hours and hours every week collecting and sorting through all the containers in order to get a refund. It takes 10,000 containers to raise \$1,000 which is a lot of work but Stephen is happy to do that knowing that his efforts can help towards the release of more bears."







Or have you ever thought about taking on something unbearable for the animals? Personal challenges are such an incredible way to not only raise funds for us, but push yourself too!

Whether it's your first 5k or a marathon, you can sign up to any sporting event and 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 a "Moon Bear Hero" running vest to wear with pride during training and on the big day.

Might not be feeling sporty, but are you feeling brave? 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. You could try giving something up for a month? Alcohol, chocolate, sugar or meat and dairy? One supporter gave up shoes and walked bear-foot for a whole week!

We can send you sponsorship forms or give you instructions on how to get a fundraising page set up on JustGiving. A and now you can even set up a Fundraiser on Facebook to reach your friends and family more easily! We'll be here to help you every step of the way.

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 or not you need to obtain any special licences. If you're holding your event in a public place, you'll need permission from the council or landowner. Please be aware that fundraising regulations differ from state to state so it's worth checking what licences (if any) you'll need before you start planning the event.

RAFFLES

If you hold a small raffle on the day of your activity you do not need a license, providing all ticket sales and the draw itself take place during the main event.

COLLECTIONS

It is illegal to carry out house-to-house or public street collections without a license. You will need to go onto your local council website to apply - please contact our friendly Supporter Care Team before doing so so that we can help you with this.

THE MONEY

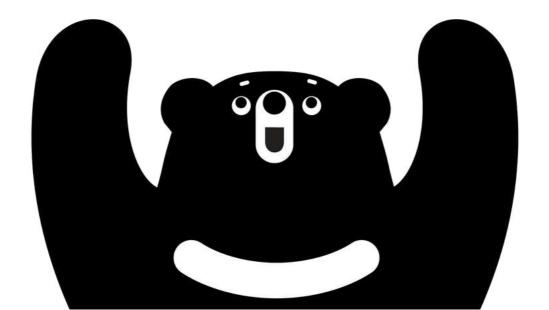
If possible, the money you've collected should be witnessed by another person to verify the total amount raised. All cash donated must be kept in a secure place and banked as soon as possible. Never send cash in the post! Please be aware we no longer accept cheques in New Zealand.

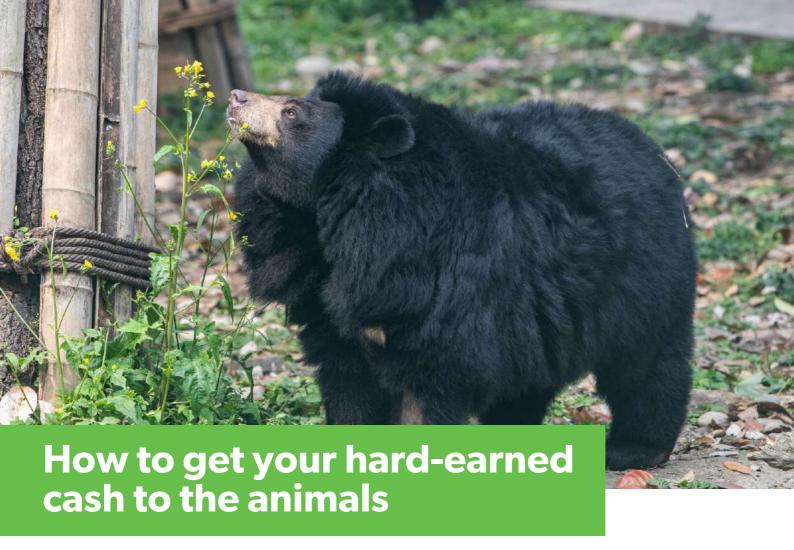
INSURANCE

Remember, you are responsible for your event and Animals Asia cannot accept liability for any fund raising 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 (08) 8270 1955 and we'll gladly help with anything you need.





There are many different ways to get your donations to us:

- Credit card or debit card: Please call (08) 8270 1955.
- Cheque payable to 'Animals Asia Foundation' and sent to our Australia office:

Animals Asia Foundation (Australia) Limited, PO Box 79, Wynnum, Queensland, 4178 Australia Or our New Zealand Office:

Animals Asia Foundation (Australia) Limited, PO Box 6679, Victoria Street West, Auckland 1142, New Zealand

- Pay online: animalsasia.org/au/donate (please email us at info@animalsasia.org with details)
- Bank deposit: Transfer funds directly into one of our bank accounts:

For our Australian supporters:

Commonwealth Bank: Blackwood South Australia

Name of account: Animals Asia Fund

BSB: 065 132

Account Number: 10163880 BIC/SWIFT Code: CTBAAU2S

For our New Zealand supporters:

A/C name: Animals Asia Foundation

A/C #: 12-3099-0756484-00

Bank Name: ASB Bank

Bank Address: 6-8 Rathbone Street, Whangarei,

New Zealand

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

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:

instagram.com/animalsasia

facebook.com/AnimalsAsia

youtube.com/user/HKAAF

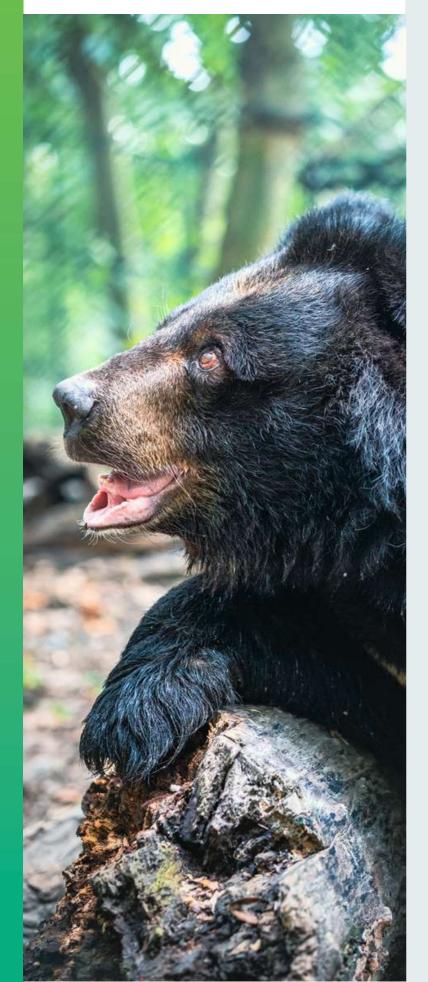
twitter.com/animalsasia

tiktok.com/@animalsasia

linkedin.com/company/animals-asia



OTHER WAYS TO HELP



- Recycling containers for change containersforchange.com.au/ If you're located in Queensland or Western Australia, donating your recyclables to Containers for Change is a free and easy way to earn some donations for the animals. Simply look for the 10 cent mark on your drink bottle or can, and take your containers to your nearest drop-off location in return for funds! You can even arrange a home collection in selected Queensland suburbs. Please remember to check the guidelines for your state, as they differ slightly between WA and Queensland.
- Good Will Wine goodwillwine.com.au/ Good Will Wine sells small-batch, vegan wines from their online store, and 50% of the profit goes to a charity of your choosing! Their founder, David Laity, started the business to raise money for charity, while helping people access quality wines which were made in batches too small to be sold by the larger online retailers.
- Play for Purpose playforpurpose.com.au/ Australia's not-for-profit raffle, Play for Purpose, offers players the opportunity to win great prizes, while donating to a charity of their choice with every \$10 ticket purchased.

Adventure World Travel

donate \$300 to Animals Asia!

adventureworld.com.au/vietnam/animalsasia-bear-sanctuary-visit/ Adventure World Travel is offering planned trips and tours of our Bear Rescue Centre in Vietnam, making it easy for you to see the bears you love. Plus, with *any* trip within Asia booked through Adventure World Travel, they'll



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

