



# **YOUR SIMPLE GUIDE TO RAISING FUNDS**

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# 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.

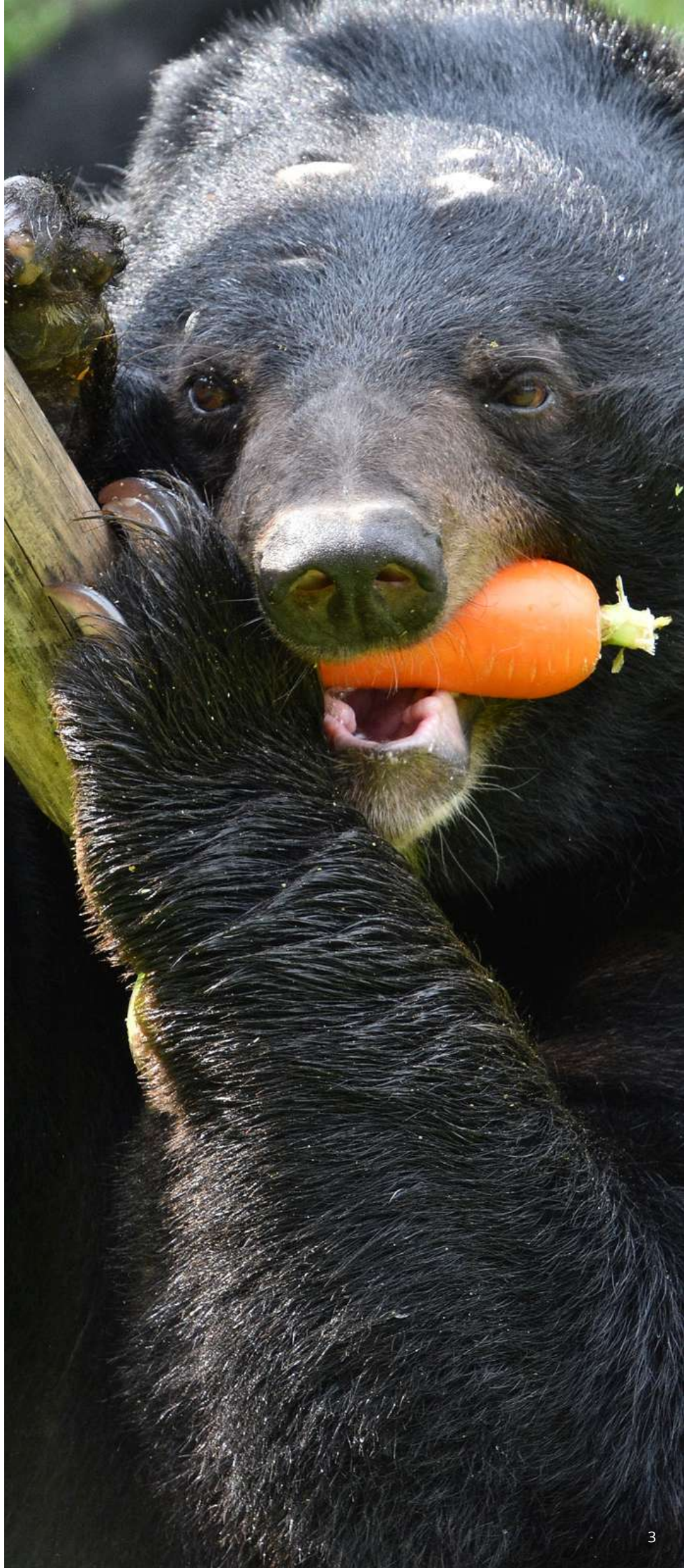


# WHAT YOUR SUPPORT MEANS

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 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.







# WAYS TO GET INVOLVED

## 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 currently have two groups in Asia – one in Hong Kong and one in Japan who do lots of things throughout the year to help raise vital funds and awareness for Animals Asia. With more than 40 set up worldwide, we'd love to get more representation across Asia.

- Some have stalls at local fairs and animal welfare 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](mailto:community@animalsasia.org)

If your interest is piqued but you're still not sure, why not join our Animals Asia Moon Bear Heroes 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 donation boxes

Placing a donation box 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 box, and let the box do the work! We find that they work best in cafes, bars, 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 Donation Box Hosts who'd feel comfortable placing multiple boxes across several sites. If you'd like to find out more, please email [community@animalsasia.org](mailto:community@animalsasia.org)

Some of our supporters in Japan also collect in the street from time to time, so do get in touch if you'd like some materials to do this as well! Just be sure to check if you need a permit to collect in your local area beforehand.



## 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



**Red Packet Money** – Have you received red packet money celebrating a special occasion or a holiday like CNY? Why not donate your red packet money to animals in need instead and put people's generous contributions to good use. You may even find that people are even more generous if they know they are helping a good cause! We have envelopes we can send you.

**Baking for Bears** – Why not get the apron on and bake some delicious goodies (like mooncakes!) 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 bustling office or a Friday 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 if you want!

**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](https://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.

Or perhaps you have a newborn and are celebrating a 100 days birthday? You can turn this warm celebration into a gift for the bears and instead of asking for presents, ask for donations to the animals instead.

We're also on [Charitable Choice](https://charitablechoice.org.hk) which means you can choose to give charity gift cards as gifts for your loved ones! Find out more at [charitablechoice.org.hk](https://charitablechoice.org.hk).

**Garage sale/boot fairs** – Got some old bits and bobs you don't want anymore? 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 karaoke or trivia night or even an Afternoon Tea, whatever social activity you're into, you can easily turn it into a fundraiser for the animals! You can either charge an entry donation fee or raise funds through innovative games throughout the evening. Don't forget you can always incorporate raffle or auction items too!







**Movie night** – Why not show a suitable film or documentary for animal lovers and include a talk on Animals Asia and how their support can buy different treats and toys for the bears? Ask for a donation to come along and get cosy for the evening with friends and hopefully raise more by selling merchandise or food/drink!

**Walk in the Woods** – A group walk or hike 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 people to get sponsored to do it! It's a great activity for the whole family - including the kids and the dog! You could even get your local Hiking group involved to see if someone might give up their time for free to host it.



**Sporting or gaming events** - You can organise a ping pong or badminton tournament at your square in the university, or a local park. There could be a small entry donation fee and you can ask local companies to help source prizes for the winners so all proceeds can go to the animals! Or what about a Mahjong or game night at your local tea-house? You could organise a quick talk at half-time to tell people about the importance of Animals Asia's work.

**Teddy Bear's picnic** - Let your little ones all 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.



**Crowdfunding** - Do you have a famous celebrity you'd like to celebrate the birthday of? We are seeing more and more supporters who are part of fan clubs get involved to celebrate their favorite celebrity's birthday and use that as a way to help animals in need!

Take **Gong Jun's International Fans Club** for example - in 2022, a club of international fans all came together to celebrate his 30th birthday! They set up a page on [SimplyGiving](#) and encouraged their fan club members from all over the world to donate. They raised over staggering HKD \$100,000! It truly shows the power of Kindness in Action, all stemming from just a common interest in an actor or singer.

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 10?**



## 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, 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](https://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!

Remember, we are here to help you every step of the way and can provide you with leaflets, posters and other branded Animals Asia items should you need them. Just get in touch at [community@animalsasia.org](mailto:community@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 (HK\$30)



One month's phone bill could treat the pain of an arthritic bear (HK\$250)



A pint could provide saline solution to clean the cuts and scratches of our now free-roaming elephants (HK\$50)



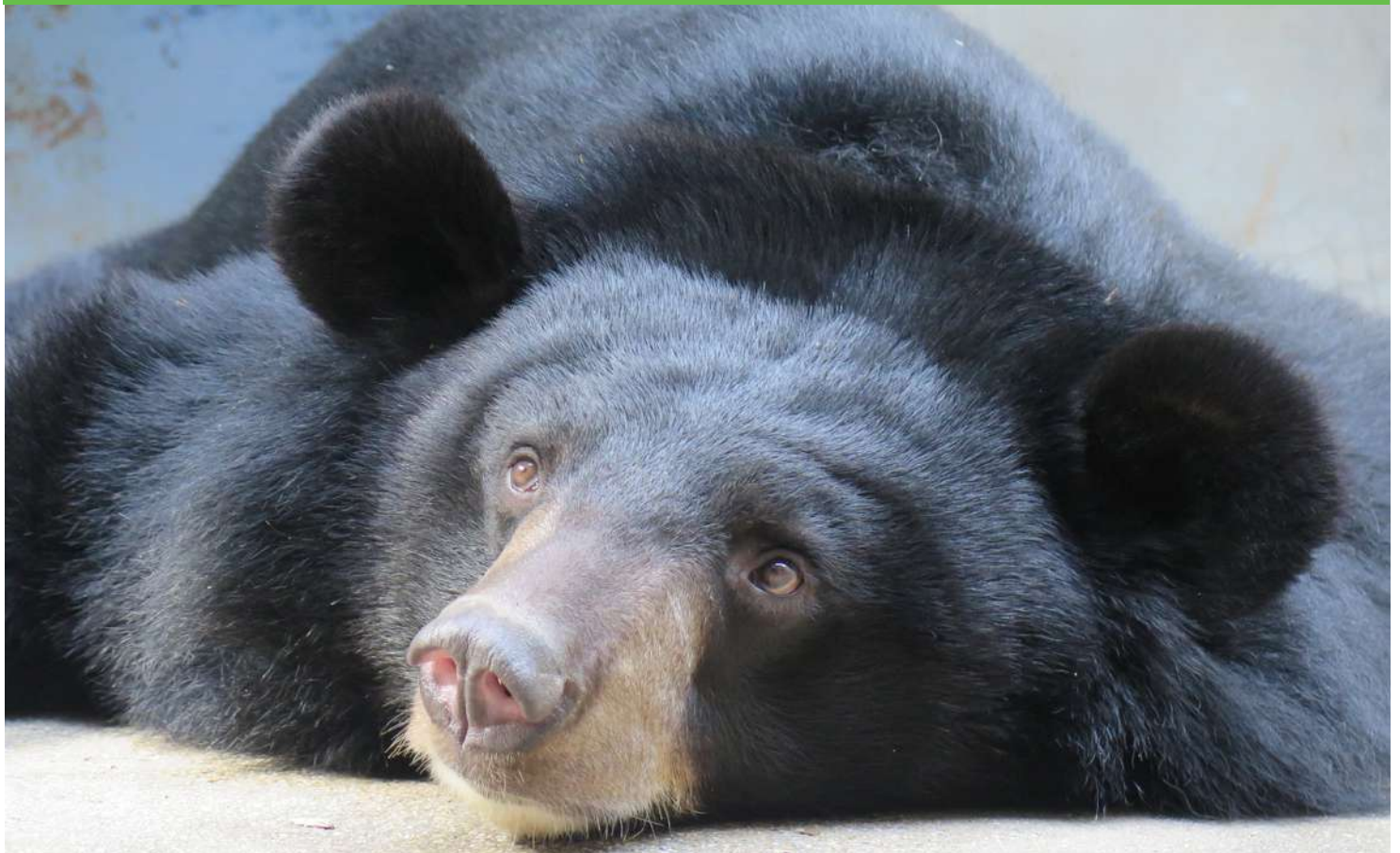
A new party outfit could buy the bears a paddling pool or swing (HK\$500)



A ticket to the cinema could vaccinate a dog against rabies (HK\$100)



A visit to the theatre could feed a bear for an entire month (HK\$1200)





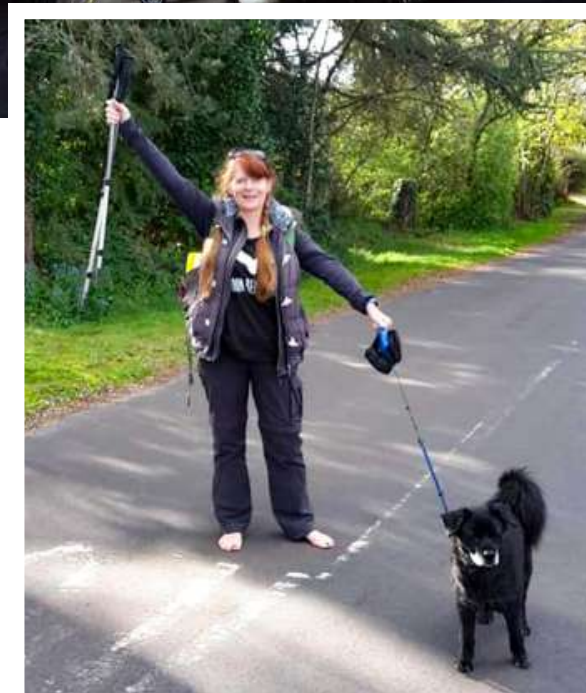


# PET CHALLENGES

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

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.







# 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

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? 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.

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:** Journaling and sharing circle – everyone writes what came up for them during the class, invitation to share afterwards.

**1.00pm:** Event finishes





# BEARBQ



It's summertime; the bees are buzzing, the barbecue is on, there is 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 your fundraiser 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
- 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.



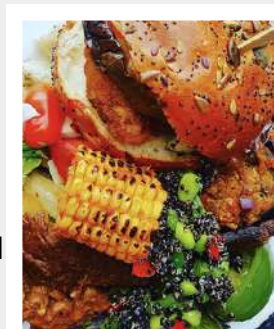
### Step 3: Invite your guests

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 8).



### 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.





# 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!

Whether you host a free litter-pick or beach clean with supporters making a donation to take part, set up a giving page to get sponsored, or even a host litter pick that ends with a pub quiz or afternoon tea, you can tailor your event to work for you!

## 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 the Food And Environment Hygiene (FEHD) Department on 1823

Advise them of your beach clean up and coordination collection of waste materials if you predict a large volume of waste.

### 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 SimplyGiving - 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! Create a flyer and post it to your local/relevant social media pages, including either a QR code or link to your donation page.



Ann Markowe did this in her local area in London to inform her neighbours and quoted her Giving page. She raised over £1,000 in sponsorship (that's almost, HKD\$10,000)!

**Speak to your local authority about whether there's a way to do this in your local community.**







# 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 licenses. If you are holding the event in a public place, you may need permission from various Government departments, the police or private parties. Make sure you check carefully before running your event.

## THE MONEY

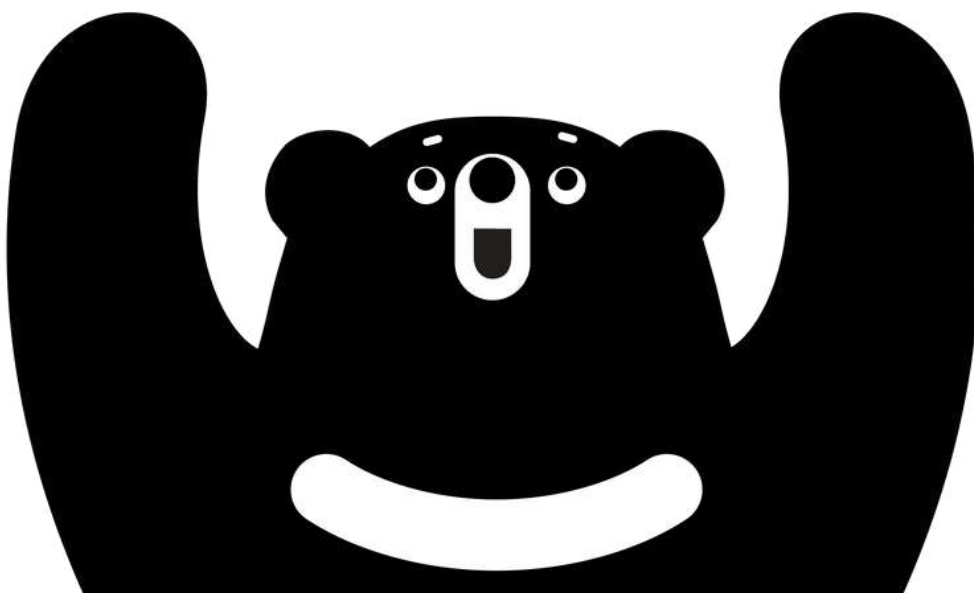
If possible, the money you've collected should be witnessed by another person to verify the total amount raised. All cash donated must be kept in a secure place and banked as soon as possible. Never send cash in the post!

## INSURANCE

Remember, you 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 (852) 2791 2225 and we'll gladly help with anything you need.







## How to get your hard-earned cash to the animals

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

- Credit card via our HK Office: Please call **(852) 2791 2225**.
- Cheque payable to '**Animals Asia Foundation**' and sent to our HK office:  
Room 1501, Tung Hip Commercial Building, 244-252 Des Voeux Road Central,  
Sheung Wan, Hong Kong
- Bank deposit: Transfer funds directly into our bank account:  
A/C Name: **Animals Asia Foundation**  
A/C #: 400-529004-838  
Bank Name: HSBC Hong Kong  
Des Voeux Road Central Branch, China Insurance Group Building 141 Des Voeux Road Central  
SWIFT CODE: HSBCHKHCHKH

**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](mailto: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](https://www.instagram.com/animalsasia)



[facebook.com/AnimalsAsia](https://www.facebook.com/AnimalsAsia)



[youtube.com/user/HKAAF](https://www.youtube.com/user/HKAAF)



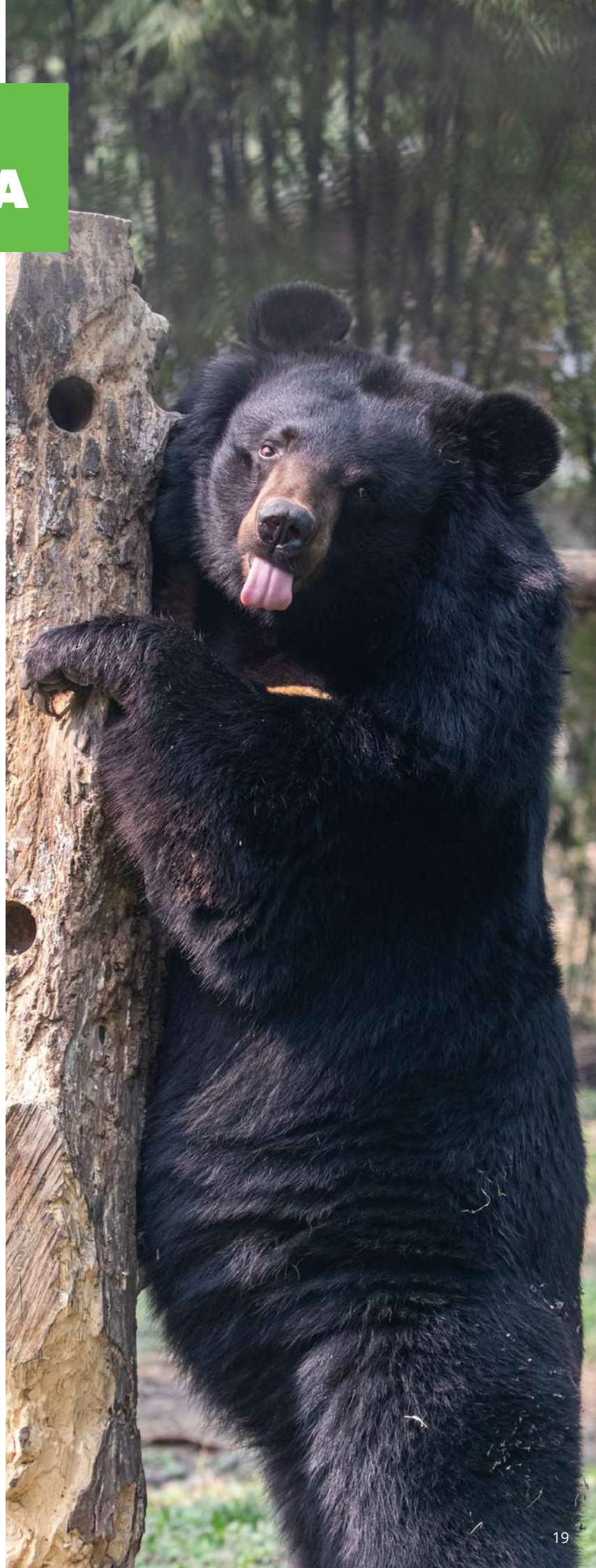
[twitter.com/animalsasia](https://twitter.com/animalsasia)



[tiktok.com/@animalsasia](https://www.tiktok.com/@animalsasia)



[linkedin.com/company/animals-asia](https://www.linkedin.com/company/animals-asia)





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

