



# **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.

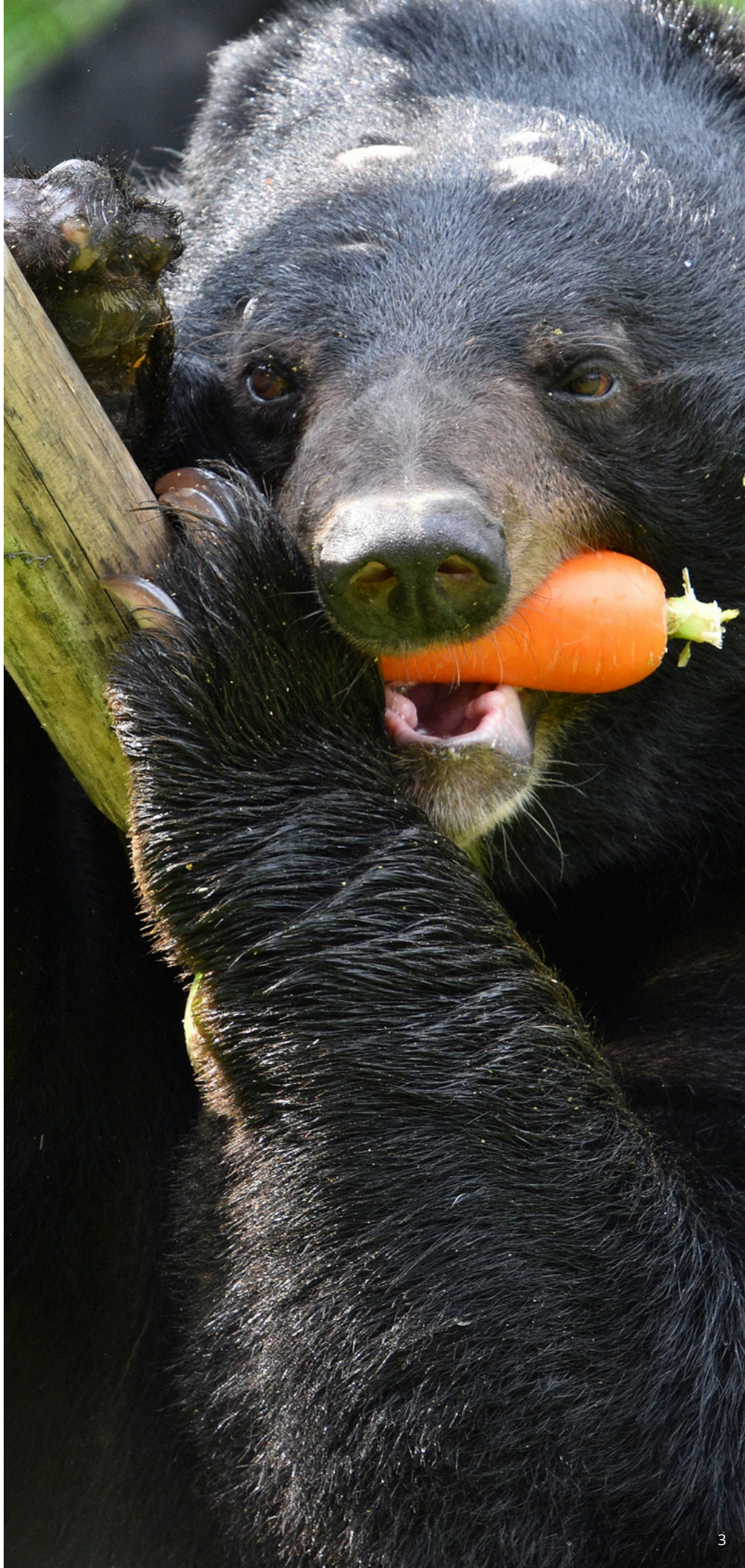


# WHAT YOUR SUPPORT MEANS

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 for their rest of lives.

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 have over 40 support groups across the globe, and we'd love to have some more around the United States.

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

- Some hold street collections, others have stalls at local markets or festivals.
- Some organize charity walks or hikes.

- 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](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 organize 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.



## 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 favorites, check out our list of fundraising ideas below. For each idea we've included some tips on how to organize your event, to maximize success.







# FUNDRAISING IDEAS



**Baking for Bears** – Why not test your baking skills and make some delicious goodies to sell at work, school, or at an event? Nobody can resist a fluffy cake, or some “bear-ownies”, especially when it’s for charity!

**Dress down days** – Fancy swapping your fancy work/school clothes for something a little more comfy for the day? Why not organize a dress-down day, where people simply donate to take part. This one is great because it’s minimal effort, and everyone can get involved.

**Local markets** – Sell your stuff - Your trash could be another person’s treasure! Whether it’s clothes, homewares or appliances, selling your unwanted things is a great way to de-clutter your home and raise vital funds for a good cause. You can usually apply for a stall at local markets for free, or for a small cost. Or, simply host a yard sale at home! As well as donating any proceeds, we can provide you with leaflets, and posters, so passersby know exactly what you’re fundraising for.



**A special occasion** – Why not donate in celebration of a special occasion like a birthday? You can do this really easily through Facebook. Set up your fundraiser today at [facebook.com/AnimalsAsia/fundraisers](https://facebook.com/AnimalsAsia/fundraisers). Or, if you’re getting married and looking for wedding favors, we have some gorgeous pin badges available that would be perfect for guests to purchase for a small donation, or we can provide you with the artwork for beautiful name cards for the tables.

**Comedy night or social event** – Whether it’s a dinner party, a comedy night at your local bar, or a gig, whatever social activity you enjoy, you can easily turn it into a fundraiser for the animals. Once you’ve chosen your location and activity, you can either ask for donations to participate, or raise funds throughout the event. Auctions or raffles are always a good option too!

**Nature walk** – A group walk or hike is a lovely way to connect to 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, if it’s a particularly long or tricky route! It’s a great activity for the whole family - including the kids and the dog. You could even get your local walking or hiking group involved to see if someone might be interested in hosting it, or just to get more people involved.



**Teddy Bears’ picnic** – Get your little ones involved by hosting a picnic in your backyard, a local park or even the beach. Everyone brings their favorite teddy (adults too!), add in some fun garden games and snacks and you’ve got yourself a party. You can ask everyone for a small donation on arrival, and/or add in a raffle with some fun prizes.

**Make-and-sell** – If you have a creative hobby, why not sell some of your creations at work or at a local fair? Whether it’s pottery, paintings, bracelets, crochet, or something else, your talents could be a great way to raise some funds - either by donating all proceeds, or just a portion!

**If you’re still not sure and need more detailed ideas and examples coming up on pages 9-16. But first, we want to let you know our two top tips to ensure success in whichever fundraiser you choose!**





## 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 boost your ads for a very small cost, 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:** If you're not on social media then don't worry, there are lots of other ways to promote your event and there's nothing better for this than a good old-fashioned poster! Make sure you include all the important details of the event and keep it simple and eye-catching if you can. You can 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, etc.

**Word of mouth:** It might sound obvious but simply telling people about your event can make a huge difference. You can ask your friends to help spread the word too!

**Local press:** You can usually find an events section in local newspapers or magazines, and they love to promote local events (especially for charity)! They often have websites and popular social media pages too, where they can promote your event further. You can simply send them an email or message to let them know about your event, and go from there!

**Create your own graphics:** Not a graphic designer? Don't worry. There's a super easy and FREE site called "Canva" where you

## 2. Set a target!

can create exciting flyers, graphics, posters and social media images for your event. Check it out here: [www.canva.com](https://www.canva.com).

It's always wise to set a target for your fundraiser, to show people what you hope to raise. This often motivates people to give generously, because it feels good to help someone reach a goal. We recommend aiming high... Reach for the **moon**!





# 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 (\$30)



A pint could provide saline solution to clean the cuts and scratches of our now free-roaming elephants (\$7)



A new party outfit could buy the bears a paddling pool or swing (\$60)



A ticket to the cinema could vaccinate a dog against rabies (\$15)



A visit to the theatre could feed a bear for an entire month (\$150)





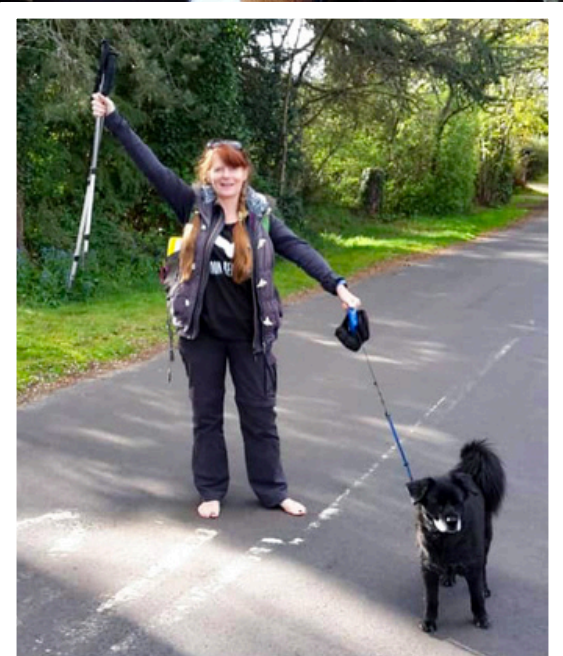


## PET CHALLENGES

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. Simply 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 dogs and cats who enjoy a good nap (or ten)!

### 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 (there could even be a small prize such as a framed picture of the winning photo!)



**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 organize 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.

Perhaps go completely outside the box and organize 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 cozy 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





# BEARBQ



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 – it could be for a birthday, or just on a sunny Summer weekend.



### 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 bars
- Community centers
- 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 all you need, but you can always ask your friends and family to bring a dish each for some more variety!







## 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

Quiz nights are often held on weekdays, and it's a great way to brighten up an average week! Or, choose a weekend day where everyone is free, and you can even have your quiz outdoors if you get lucky with the weather.



### Step 2: Decide on a venue

Quiz in the local bar, 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 a 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 you can 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 – music rounds, picture rounds, or movie rounds are always crowd-pleasers, and you can find example questions online if you don't have time to think of your own!
- 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 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 bar 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 organize 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 community representatives

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 GoFundMe. 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 \$1,500 in sponsorship! She also contacted her local representative who was happy to help support the campaign and raise its profile.



# UNBEARABLE CHALLENGE



They say you should do something that scares you every day... Why not take this to the next level and try something un-bear-able? 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. 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 GoFundMe. 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 available to match the scale of your activity.

## LICENCES

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

## RAFFLES

The regulations for holding a raffle at your event differ from state-to-state, so please check the guidelines for your state before organizing your raffle!

## THE MONEY

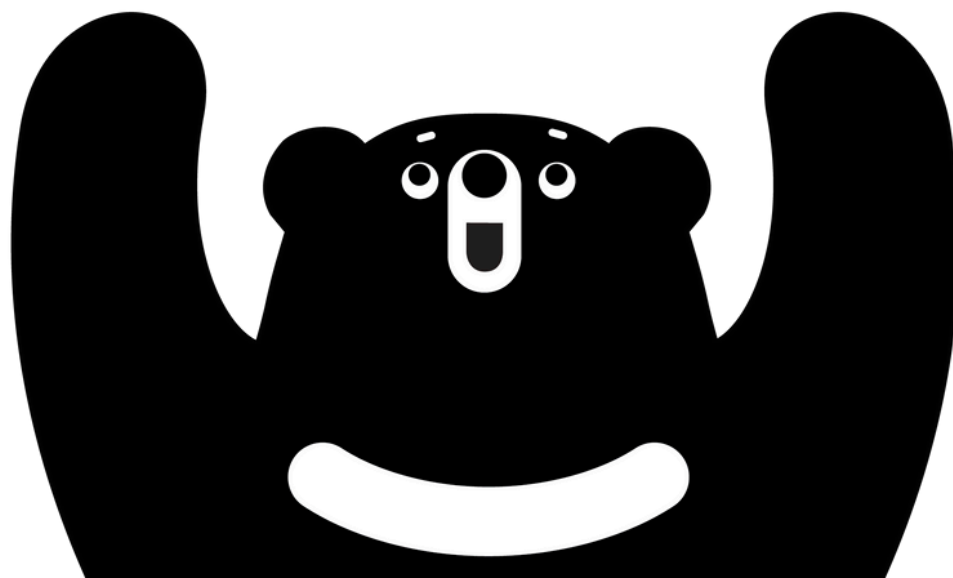
If possible, the money you've collected should be witnessed by another person to verify the total amount raised. All cash donated must be kept in a secure place and banked as soon as possible. Never send cash in the post!

## 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 (415) 523 3671 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:

- Pay online: [animalsasia.org/us/donate](https://animalsasia.org/us/donate) (please email us at [info@animalsasia.org](mailto:info@animalsasia.org) with details)
- Credit card or debit card: Please call **(415) 523 3671**.
- Check payable to **"CAF AMERICA"** and write **"Animals Asia Foundation Fund"** on either the back or the front on the memo line and mail enclosed with [a donation form](#). Please feel free to request a form by emailing us at [info@animalsasia.org](mailto:info@animalsasia.org)

Send to  
Animals Asia Foundation Fund  
PO Box 758640  
Topeka KS 66675-9989  
USA

**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 fundraiser 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.**

