



**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 more than 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 150 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.

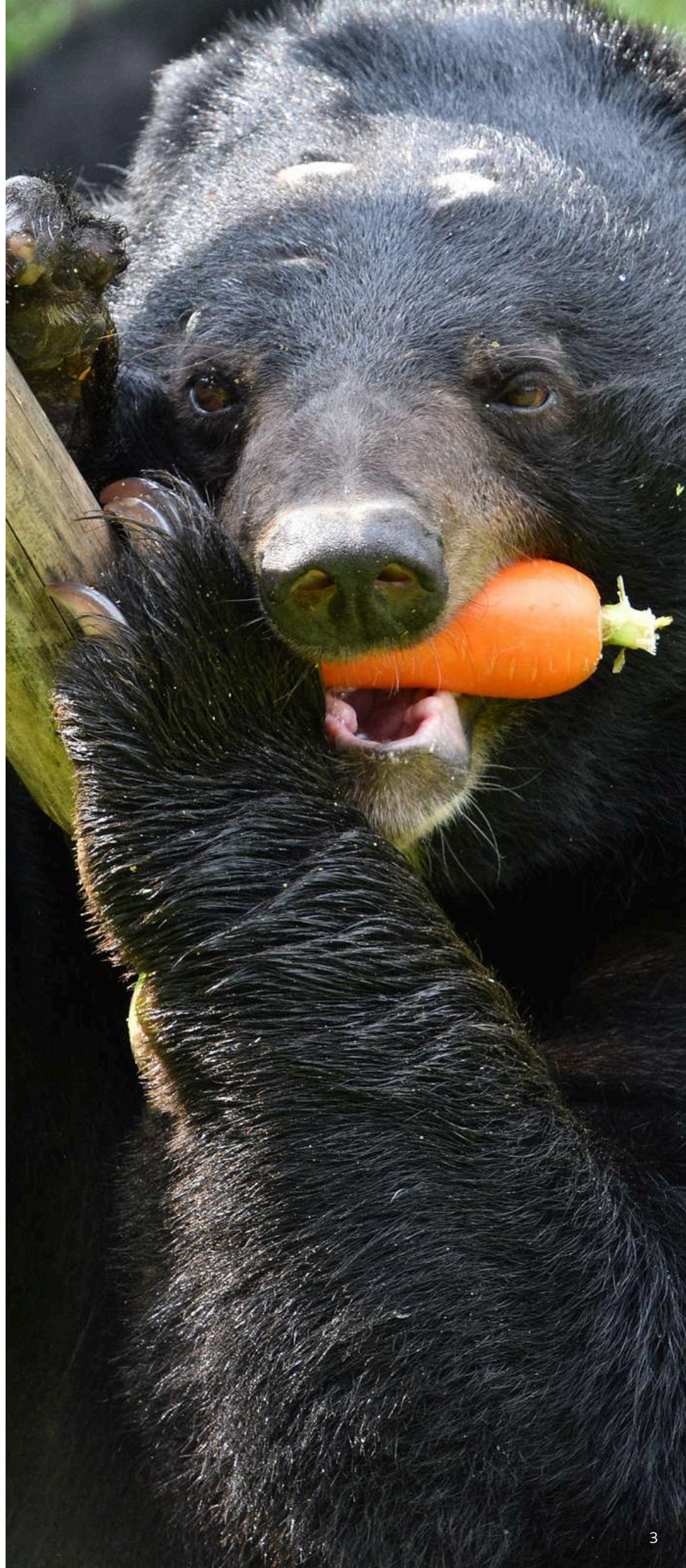
We oversee the care of 20 former working elephants in Vietnam. And we run a pioneering ethical tourism venture where visitors observe the elephants from a respectful distance.

# 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're so many different ways to get involved with Animals Asia. One of the best ways is joining one of our many Volunteer Support Groups! We have a number of groups scattered across Europe all taking part in different activities to raise funds and vital awareness for Animals Asia.

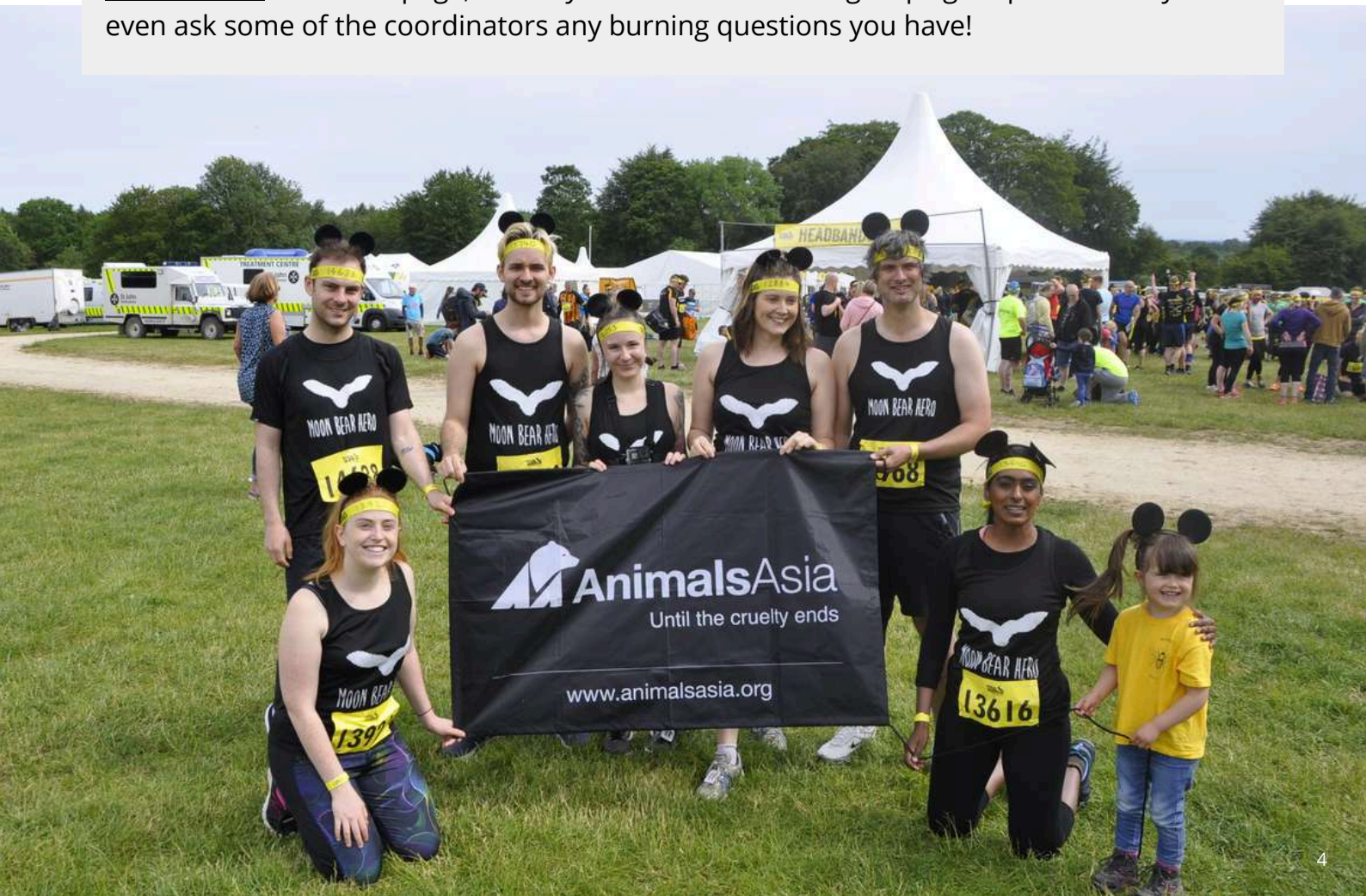
- Some hold street collections, others have stalls at flea fairs and vegan events.
- Some hold one big event a year, while others place collection tins or give presentations.
- Some even host litter picks.

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 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 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 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](mailto:community@animalsasia.org)

Some of our supporters across Europe 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



**Baking for Bears** – Why not get the apron on and bake some delicious goodies 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-up days** – Whether it’s the bustling office or a Friday at school, why not organise a dress-up day to raise funds? Everyone donates some money to take part. You could even make it themed.

**Street collection** – These are a great way of getting out into the public eye and speaking to people about our cause. You can hold a street collection for free but do make sure you get the appropriate licence first. You can either go just yourself with a collection tin in hand or some councils will allow you to request a table as well. You can do these in railway stations, garden centres and supermarkets too, and at least you’ll be in from the rain!

**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://www.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/flea markets** – 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 with your neighbours or at a local market and donate the proceeds.

**Comedy night or social event** – Whether it’s a social dinner, a comedy night or even a night of music, whatever social activity you’re into, you can easily turn it into a fundraiser for the animals! You can either charge an entry fee or raise funds through innovative games throughout the evening. Don’t forget you can always incorporate raffle or auction items too!

**Teddy Bears' picnic** – Let your little ones 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.

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?**





## 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 (3€)



One month's phone bill could treat the pain of an arthritic bear (25€)



A pint could provide saline solution to clean the cuts and scratches of our now free-roaming elephants (5€)



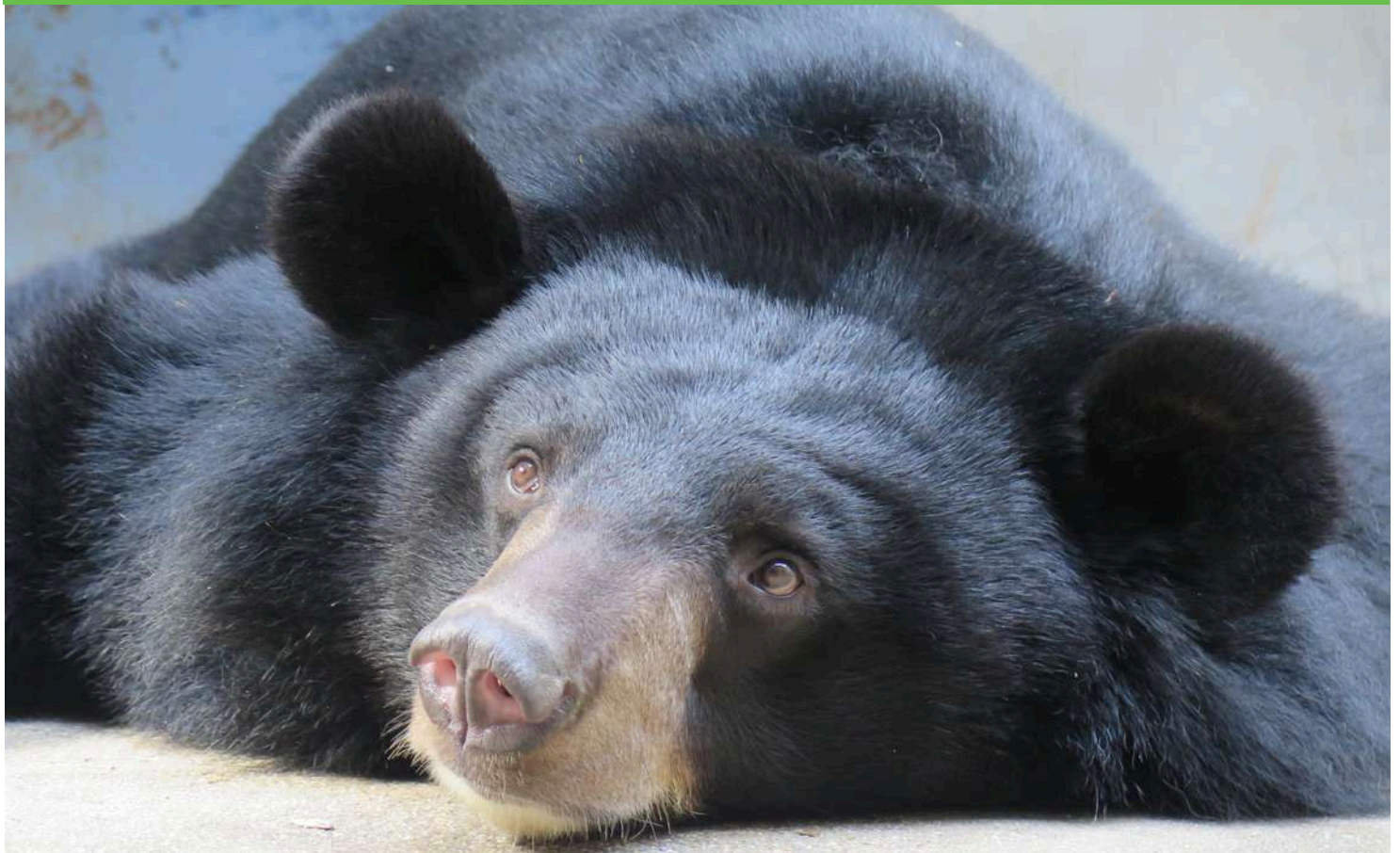
A new party outfit could buy the bears a paddling pool or swing (50€)

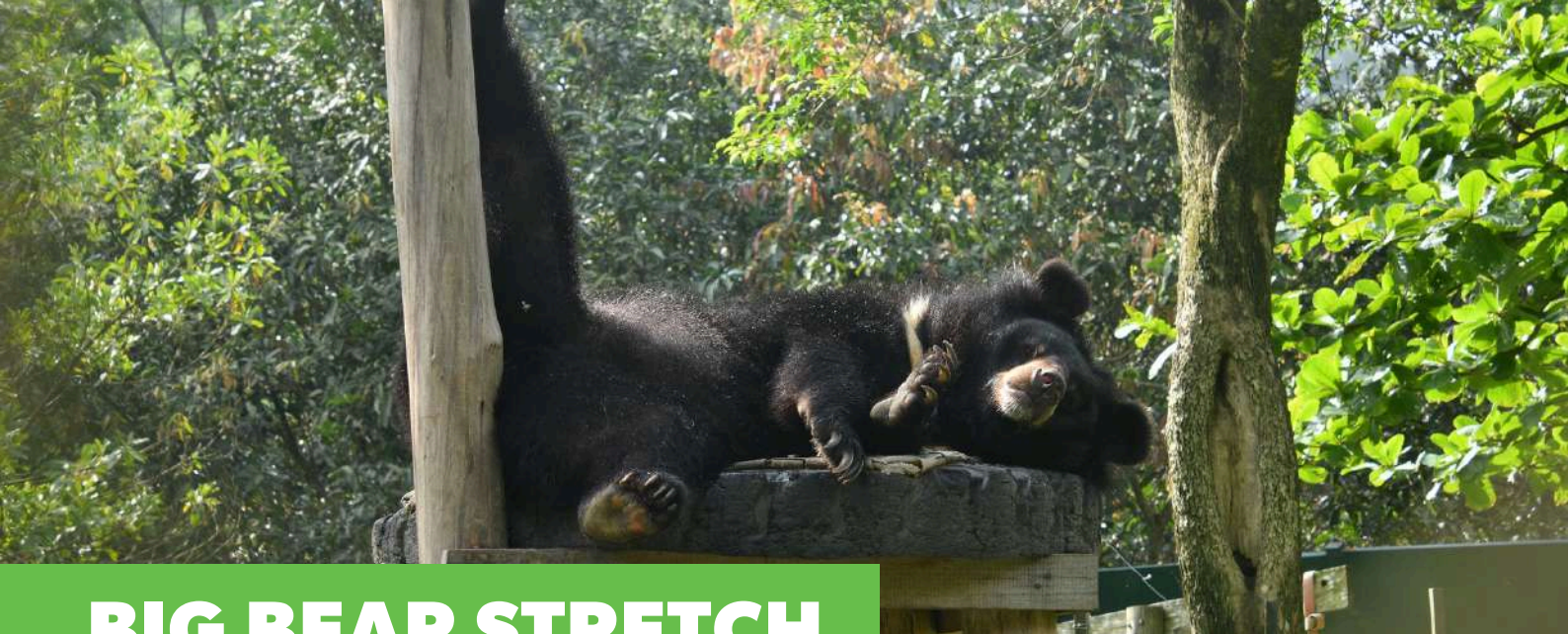


A ticket to the cinema could vaccinate a dog against rabies (10€)



A visit to the theatre could feed a bear for an entire month (120€)





## BIG BEAR STRETCH

By holding a karma class, you can use your yoga practice to end animal suffering. Let us use the power of yoga to help our animal friends and promote compassion.

You don't have to be a seasoned Yogi to take part so whether you are a lifelong yoga lover or have never tapped a toe on a mat, we want YOU to get involved!

**Are you a yoga teacher?** Why not dedicate one of your regular classes to charity by donating the proceeds or how about simply asking your students to pay an extra donation? By doing this you are directly helping us to stop bear bile farming, the cat and dog meat trade and cruelty in zoos and circuses in Asia.





# 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 are not a yoga teacher, do not worry. The yoga community is full to the brim with compassionate teachers who would love the chance to give back and host a Karma class. Why not ask your local teacher or at your local gym if there is 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.

### Yoga teachers

Why not dedicate one of your regular classes to charity by donating the proceeds or how about simply asking your students to pay an extra donation? Or maybe you would like to go the extra mile and make it more of a charity wellness workshop?

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

**10.30am:** Begin with some breathing practices, pranayama, and settling people into their class

**11.00am:** Your yoga class

**11.30pm:** Guided meditation – this can be a reading or a recording if you don't often lead your own meditations

**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.

**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.

- Town halls
- Churches
- Schools
- Community centres
- Restaurants/cafes
- Local parks

**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? Sunny day is what we hope for but prepare for rain, have a backup venue would be ideal and be aware that some outdoor spaces might require permission.



### 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.





## 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

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.

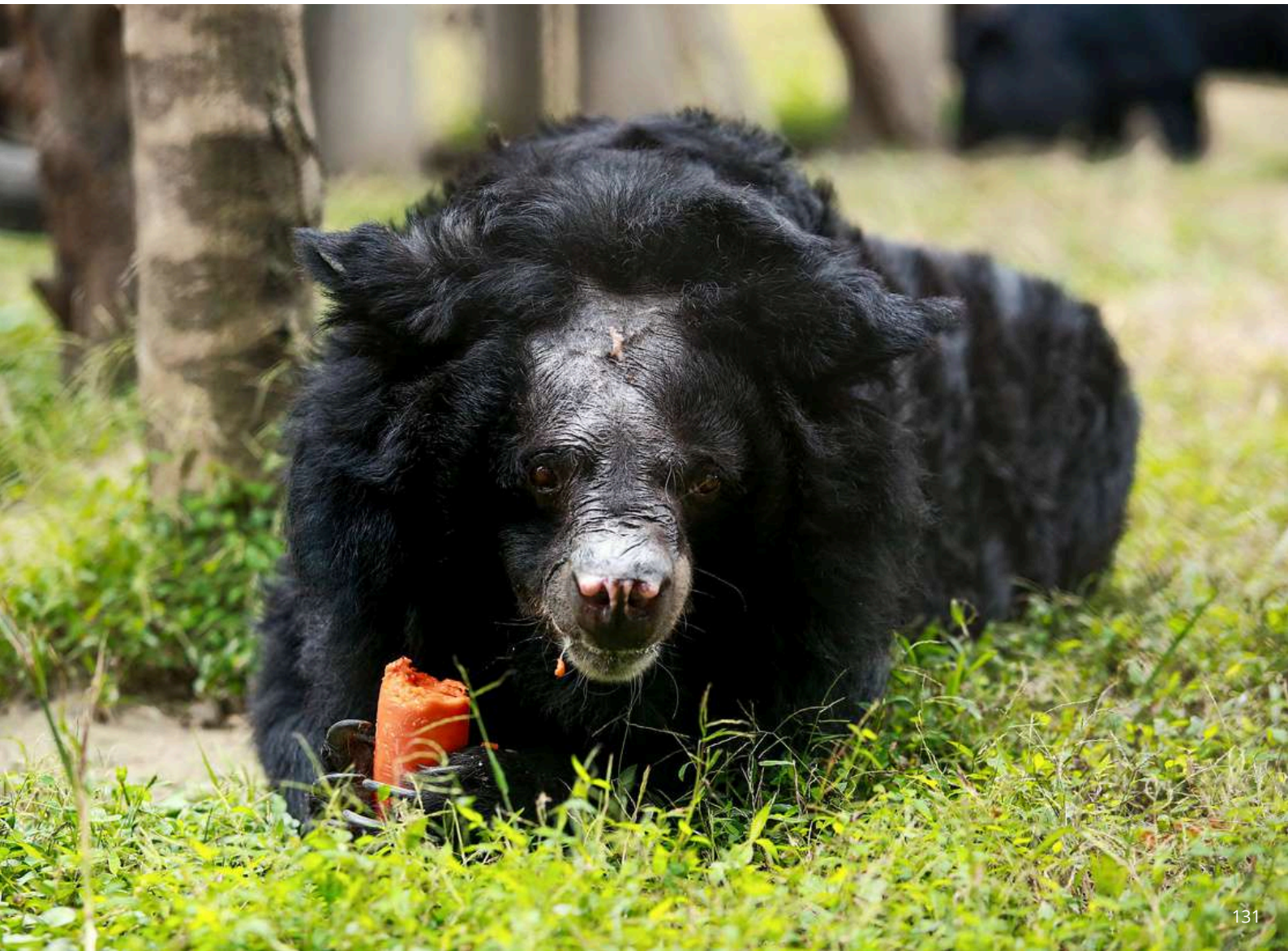
## Ways to make your quiz a success



- 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!



# UNBEARABLE CHALLENGE



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, Tough Mudder or a Marathon, you can sign up to any sporting event across Europe and choose to use it as an opportunity to raise funds for us. (Like marathon runner Antonio, who took on the challenge of running an incredible 430km across Italy in 7 days!) 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? 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 or GoFundMe - 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 licenses. If you are holding the event in a public place, you need permission from the government or landowner before anything else.

## RAFFLES

If you hold a small raffle on the day of your activity you may not need a license, providing all ticket sales and the draw itself take place during the main event. Please always check first to be sure.

## THE MONEY

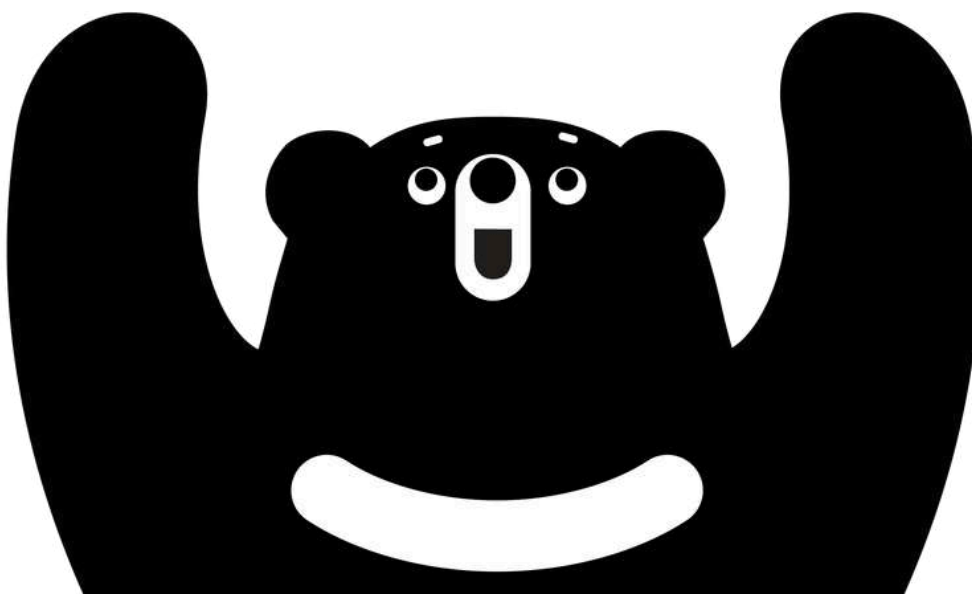
If possible, the money you've collected should be witnessed by another person to verify the total amount raised. All cash donated must be kept in a secure place and banked as soon as possible. Never send cash in the post!

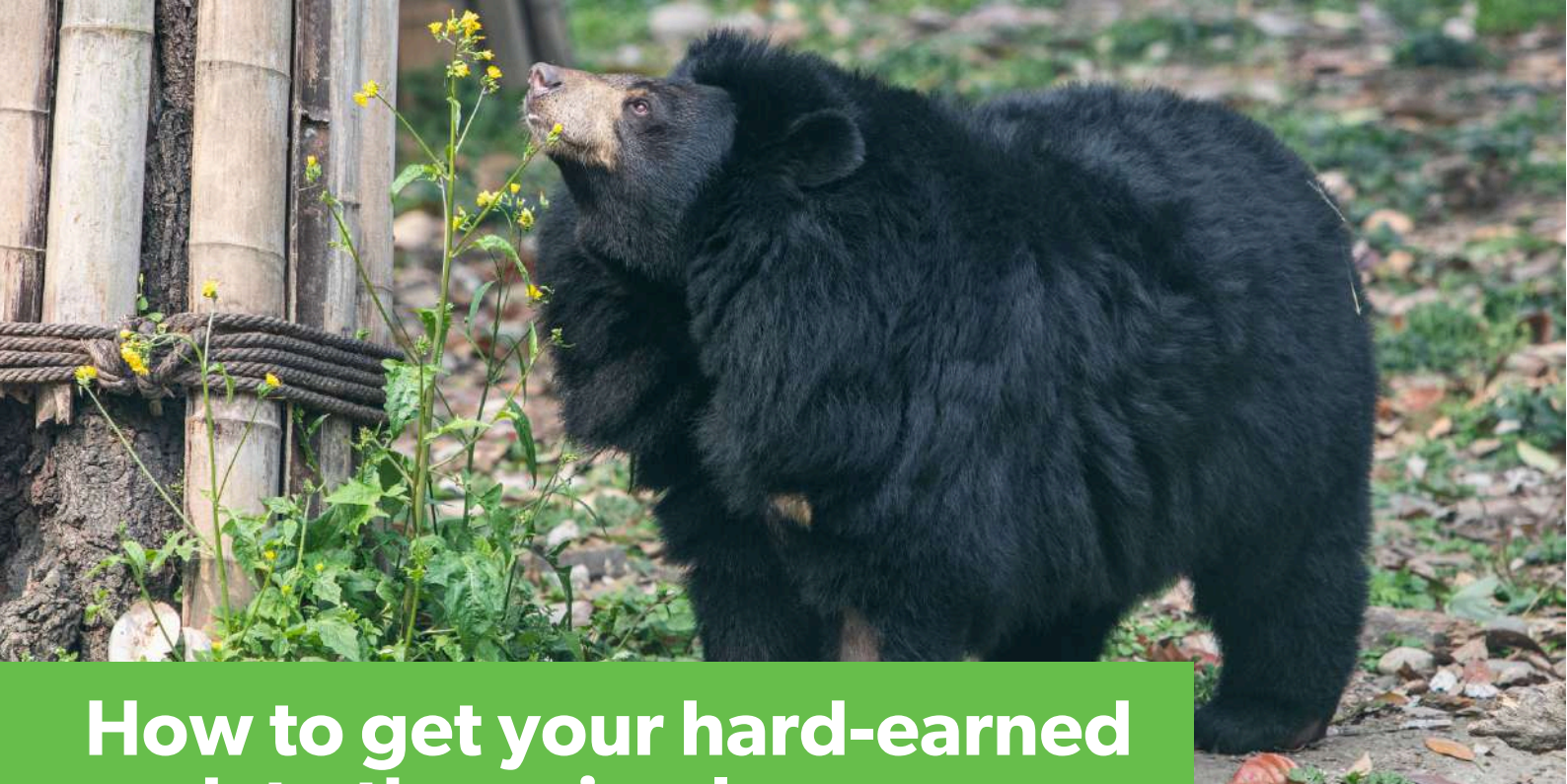
## INSURANCE

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 +49 89 383 77 130 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 or debit card. Please call **+49 89 383 77 130**
- Pay online: [animalsasia.org/donate](https://animalsasia.org/donate) (please email us at [info@animalsasia.org](mailto:info@animalsasia.org) with details)
- Bank deposit: Transfer funds directly into our bank account:

## **Germany (and anyone not in Austria or Switzerland)**

Animals Asia Foundation e.V.  
Deutsche Bank AG  
IBAN: DE57 5007 0024 0800 4996 00  
BIC: DEUTDEDBFRA

## **Italy:**

Animals Asia Foundation Italia Onlus  
Banco Posta  
Bank account Number: 94275492  
IBAN - IT 43 D 07601 01400 000094275492  
SWIFT - BPPIITRRXXX

## **Austria:**

UniCredit Bank Austria AG  
BLZ 12000  
Kontonummer: 52036 217 901  
IBAN: AT601200052036217901  
BIC: BKAUATWW

## **Switzerland:**

PostFinance  
Kontonummer: 40-458255-1  
IBAN: CH0209000000404582551

**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)



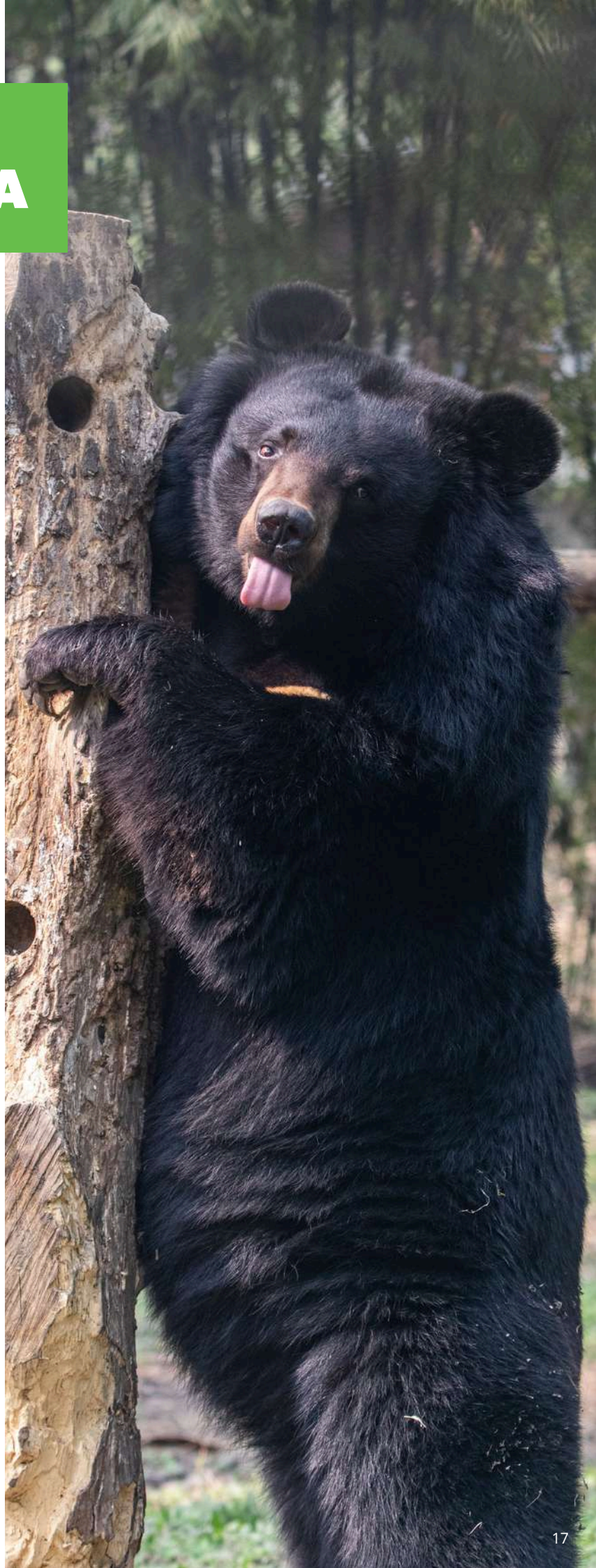
[youtube.com/user/HKAAF](https://www.youtube.com/user/HKAAF)



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



[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.**

