



Promoting and Fundraising for Assistance Dogs Australia

There are many ways in which you can help Assistance Dogs Australia in raising its profile, promoting our different fundraising programs or developing your own fundraising event with us as the beneficiary.

It is only through the support of the community that we are able to grow and create more public awareness. This in turn will provide funds and appreciation for the worthwhile work undertaken by Assistance Dogs Australia.

We have provided you with some suggestions on how you may help Assistance us in our ongoing mission to obtain, train and place service and companion dogs with disabled people all over Australia.

Promoting Assistance Dogs Australia & our various fundraising programs

People to approach;

- Friends
- Community groups (Lions, Rotary and alike)
- Neighbors
- Dog training clubs
- Activity clubs (for example walking clubs, outdoor clubs, dog clubs)
- Sporting clubs
- Work colleagues
- Schools
- Social/Church groups
- Create your own regional fundraising committee!

You may wish to approach these groups to help raise awareness of Assistance Dogs Australia. We are able to help you when you have established a relationship with a group in delivering demonstrations and talks or assisting you in the same (dependant on availability).

You may also wish to promote Assistance Dogs Australia's already standing fundraising initiatives such as the 'Sponsor a Super Puppy' program or the work place giving program in your local community.

The 'Sponsor a Super Puppy' program

One of our most successful ongoing fundraising programs is 'Sponsor a Super Puppy'. Here donors subscribe to the program and are assigned to a litter of pups to support. Support ranges from as little as \$20 per month (Guardian) to over \$60 per month (Gold). Once in the program and the sponsor joins a litter of pups they are provided with bi-monthly updates, including a photograph, on the development and training of the pups. Sponsors are also given the opportunity to meet their pups at events and are invited to the graduation ceremony of the pups being handed over to their new and proud owners.

This program is only as good as the promotion it receives. Providing awareness and publicity for this program in your local area is a way in which the 'Sponsor a Super Puppy' program will grow and develop. There are a number of levels in which you may wish to promote this program and Assistance Dogs Australia can assist you in this regard.

Workplace Giving – Salary Sacrifice

Workplace giving is the method of making regular ongoing donations to Assistance Dogs Australia through an employers payroll system. Employees nominate their participation and the level of contribution they wish to make from their salary each month. There is no minimum or maximum amount. These deductions are made prior to taxation being calculated therefore providing an immediate and guaranteed reduction in tax with no need to retain receipts.

Some employers choose to acknowledge the support of their employees and regularly match the donated amount each month or make other donations.

Workplace giving requires promotion so that workplaces are aware of the program as well as the work undertaken by Assistance Dogs Australia. This requires champions within the organisations to communicate the benefits of the program to colleagues as well as to recruit donors. These champions are also required to set up the program with their employer.

You may wish to set up work place giving in your place of employment or approach other organisations within your area to do the same. Assistance Dogs Australia is able to assist you with further information on the work place giving scheme if you wish to go down this path.

As a Salary Deduction Sponsor you can donate directly from your pre-tax pay. As donations are processed through your payroll system, you get an immediate tax deduction, saving the hassle of keeping receipts for your personal tax return.

For example if you give \$5 pre-tax...

Gross Salary	\$30,001 - \$75,000	\$75,001 - \$150,000	\$150,000 +
Marginal Tax Rate	31.5%	41.5%	46.5%
Your pre-tax donation	What it actually	costs your hip	pocket
\$5.00	\$3.43	\$2.93	\$2.68

Example: If you give \$5, and you earn between \$21.6k and \$58k then a \$5 donation will cost you \$3.43 but remember Assistance Dogs Australia receives the full \$5.

If you set up a work place giving situation in your place of employment and we have puppies available in your area we are happy to arrange a time with you to bring in the pups and have a 'puppy shower'. This is basically a morning or afternoon tea where your work mates come along to meet our pups and hear a little bit about Assistance Dogs Australia.

Corporate and Non-Corporate Involvement

In order to run our programs we rely heavily on volunteers, in fact we could not do so without them.

Volunteer opportunities exist in a number of forms.

Volunteers raise and sit our pups and provide them with their basic training and socialisation over their 18 months of initial training.

Volunteers also attend and assist in our fundraising events, organising events and office administration. Assistance Dogs Australia operates on a small staff to keep running costs to a minimum and can only do this thanks to all its volunteers.

We have a number of fundraising events around the country. The main ongoing event is our 'Dogs Breakfast' currently held numerous times annually around Sydney, Melbourne and Brisbane. This is an event where participants register to partake in a communal dog walk with dog displays, dog stalls and demonstrations. This event is volunteer hungry with many different positions available on these fun days.

We also have a number of corporate volunteers who assist us in an ongoing fashion with events, fundraising, public awareness, promoting our different programs such as Sponsor a Super Puppy hosting puppy showers at their work place, organising fundraising days at their workplace, getting involved in Assistance Dogs Australia Day in their local area, helping out with our Graduations. We also have corporate volunteers that assist us in promoting, maintaining and coordinating workplace giving programs.

Recently a group of corporate volunteers assisted us with our annual gala dinner. This group provided over 20 volunteers to help us fundraising and taking care of our guests at this charity fundraiser. Without the help of these volunteers this event would not have been possible.

Also Assistance Dogs Australia is also always looking for assistance in professional fields and, within the hopefully near future, a purpose built facility being built all professional services will be required.

Organizing a fundraising or promotion event

You may also wish to form your own Assistance Dogs Australia promotion/fundraising group in your local area and run events in your own community. There are a number of fund raising events that can be good fun and do not have to be large and hard to organise such as;

- Trivia nights
- Dances
- Dog walks, picnics, competitions
- School or work mufti days
- Sponsored walks/rides
- Raffles
- Morning teas
- Partake in a fun run and obtain personal sponsorship

Assistance Dogs Australia is happy to help you develop your own event and offer you the support you need. Assistance Dogs Australia will assist you with your chosen event and help you in this process.

Case Studies

A hole in one

Julie decided she wanted to raise funds for Assistance Dogs Australia. Julie was a member of a golf club and organized a few of the other members to form a fundraising committee. No member of the committee had previous experience in organizing or running a fundraising event.

The committee decided upon organizing a charity golf day on our behalf including a dinner, raffle, live auction and silent auction. They used contacts within the golf club and within their own personal communities to obtain prize donations and event sponsorship. The donations for prizes were plentiful and there was a huge amount of support from the golf club itself.

The event was sold out within a couple of weeks of tickets going on sale and a waiting list of interested players and diners followed. The whole event was a huge success. Everyone had a great time, exposure was gained for the charity to a new and fresh audience and an amazing amount of funds totaling over \$32,000 was raised.

The ladies on the committee reported that, whilst there was work involved in

putting it all together, the experience was uplifting, challenging and the sense of achievement they felt for creating this hugely successful event was incredible.

Puppy madness

Justin was looking for a way to help Assistance Dogs Australia financially, by educating his workplace and promoting the charity's giving schemes. Justin researched a salary sacrifice work place giving scheme with his employer's payroll office before organizing a morning tea with his work colleagues. Justin had morning tea donated by a local supplier and charged his work mates a gold coin donation to attend. Assistance Dogs Australia supported this event and attended with dogs and puppies for his colleagues to visit. This drew in the crowds for a well earned break and doggie pat!

Assistance Dogs Australia showed a quick dvd about the charity, provided promotional merchandise and gave a quick talk and demonstrations on what our dogs can do.

As a result of this morning tea many of Justin's colleagues set up a regular work place giving scheme with their payroll to benefit Assistance Dogs Australia. Others joined our already standing Sponsor a Super Puppy Program and the charity became an official community partner with his workplace providing volunteering days and opportunities for anyone interested in helping out Assistance Dogs Australia.

Justin chose this option as he didn't have much time with full time work to organize a large event and took advantage of the schemes that are already set up and running with Assistance Dogs Australia to promote the charity. The morning tea was so popular that it has now become an annual event in his workplace.

Merchandise Sales

Assistance Dogs Australia has merchandise which is available for sale on an ongoing regular basis at your workplace, club or alike as well as being available for one off events. Assistance Dogs Australia's merchandise is ever growing so keep an eye on our website for new products as they become available.

If you wish to sell merchandise in any particular form please contact us here at Assistance Dogs Australia, contact details below, to arrange this.

Local events

If you have an ongoing event in your area, such as a school fete, council pet day or similar, consider approaching the organizers for a stall. Most of these events only run for one or two days and it only takes a couple of people to man a stall. These days can be a great way to get local exposure for Assistance Dogs Australia as well as raising money with merchandise sales. It's also a great way to promote Assistance Dogs Australia's ongoing fundraising

programs such as Sponsor a Super Puppy and alike. We are more than happy to support you in this regard with applying for the stall and organizing merchandise and promotional material. If pups in training are near to the area that the event is held in then we can organize these dogs to be present on the day.

Assistance Dogs Australia Events

Assistance Dogs Australia has a number of local events currently in Brisbane, Melbourne and Sydney and we are always looking for volunteers to help holding stalls, selling raffle tickets and merchandise. Keep an eye on our website for upcoming events.

One of our most 'portable' events is Assistance Dogs Australia Day which falls on the final Friday of each November (in 2007 it falls on 30th November). On this day we hold a number of demonstrations in public places in the central business districts, at this stage, in Sydney, Brisbane, Melbourne and Hobart. You are more than welcome to come along and help us out over the lunchtime period at these locations but we also have a number of regional locations where promotions will also be happening. If you have a location near your home, work or school we are also happy for you to sell merchandise on this day on our behalf. Contact us to make the necessary arrangements and we will help you with the council permits and alike.

For further information on assisting Assistance Dogs Australia in the promotion of its cause or the raising of funds please do not hesitate to contact me on (02) 9548 3355 or email myself at tchambers@assistancedogs.org.au.

Teangi Chambers
Fundraising and Events Manager

