



**GLOBALLY 59,000 PEOPLE
DIE OF RABIES EVERY YEAR**
**TOGETHER WE CAN CHANGE
THAT**



**MISSION
RABIES**



WVS
WORLDWIDE VETERINARY SERVICE

FUNDRAISING GUIDE

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www.missionrabies.com

fundraising@missionrabies.com

Mission Rabies is a project of Worldwide Veterinary Service (WVS), registered with the Charity Commission for England and Wales (1100485)

THANK YOU FOR FUNDRAISING FOR MISSION RABIES!

A person dies from rabies **every nine minutes**. Together we can change this.

My experiences dealing with rabid dogs on the streets of India and seeing people affected by the disease will stay with me forever, likewise the up-lifting experience of celebrating with the team after we vaccinated over 63,000 dogs in 30 days during our launch in 2013. Since 2013, we have implemented programmes to eliminate rabies in targeted global hotspots where our efforts have been rewarded by incredible results. However, there is still a huge amount more to do.

The money you raise will make a massive difference; whether it funds vital dog catching equipment, vaccination teams, employs a teacher to deliver lifesaving rabies education to children in remote rural areas, or supports the rabies hotline and Emergency Response Team who can act if a rabid dog is found, all of these areas are vital in our quest to save lives.

Our fundraisers continually inspire all of us with their energy, enthusiasm, and commitment. We are so grateful for all the hard work put into supporting us and can't wait to hear how it goes.

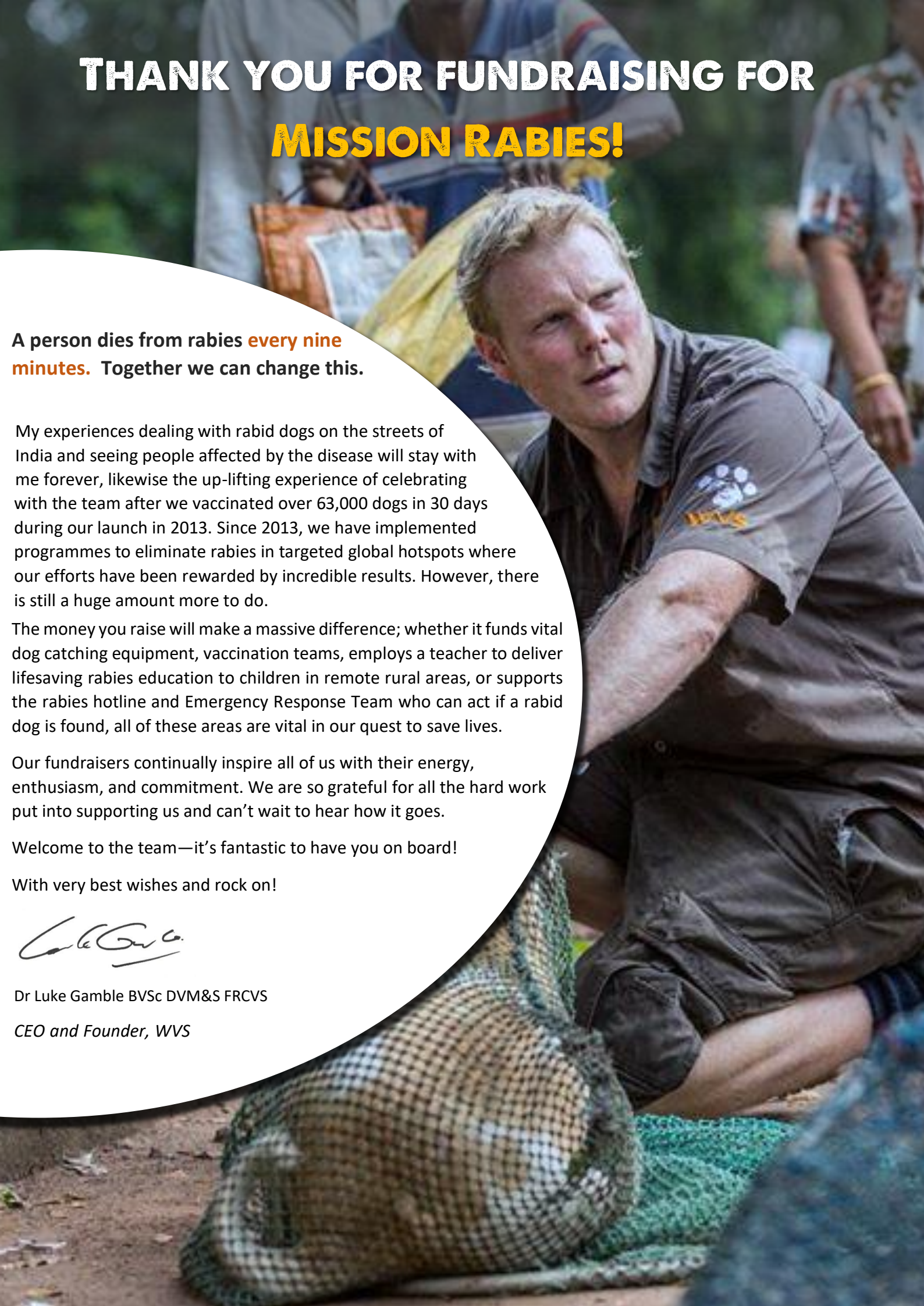
Welcome to the team—it's fantastic to have you on board!

With very best wishes and rock on!



Dr Luke Gamble BVSc DVM&S FRCVS

CEO and Founder, WVS



ABOUT RABIES

THE WORLD'S DEADLIEST ZONOTIC DISEASE

Rabies is the world's deadliest zoonotic disease, causing immense suffering to both humans and dogs alike. The devastating virus travels across the body via the nervous system, eventually reaching the brain and ultimately causing a fatal encephalitis. Once its cruel symptoms - such as spasms, vomiting, hyperactivity, confusion, aggression and paralysis develop - the disease is **always fatal**.

Despite being **100 % vaccine-preventable**, globally rabies is still responsible for the needless deaths of an estimated **59,000 people** every year - the majority of these deaths are children **under the age of 15**.

In many rabies-endemic countries, fear of the clear and vast suffering the disease brings can lead to hostile attitudes towards dogs, ultimately resulting in indiscriminate culling programmes being put into place in a futile attempt to control the disease, leading to the inhumane deaths of thousands of dogs.

The disease disproportionately impacts upon the world's most disadvantaged areas, with the poorest countries in the world carrying the greatest burden. Over 150 countries in the world still have canine rabies, placing more than 3.3 billion people at risk of infection.

WITH 99% OF HUMAN RABIES CASES BEING CAUSED BY AN INFECTED DOG BITE, WE HAVE THE POWER TO CHANGE THIS.

EMMA'S STORY

Emma shared her story with us after she met our teams in Malawi...



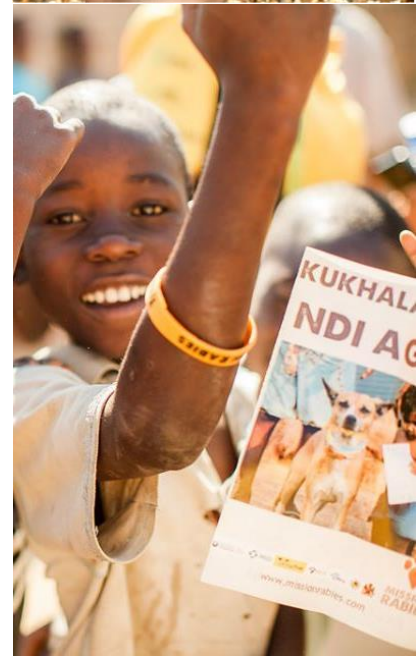
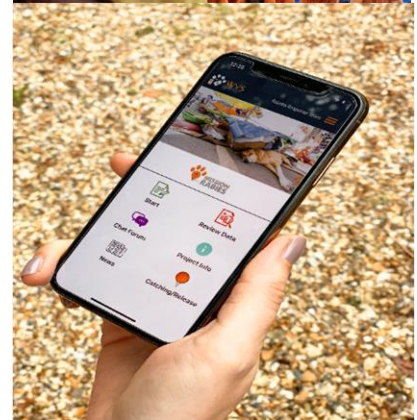
One morning, Emma asked her son, Joseph, why he didn't want to go to school that day. He told her he had a bad headache and couldn't eat or drink. Later, he began to vomit and foam at the mouth.

"When I went to the hospital, I expected my son to get better, but I was told that he would not survive, and he died. He was my only son... even today, as I do my daily chores, I still think about him. I eat because I have to, not because I'm happy in myself. It has affected me and my whole family.

When I think about rabies, it makes my skin crawl... No one should suffer what I have suffered. The rabies vaccine is important... this can happen to anyone."

WHAT MISSION RABIES DOES

We launched in 2013 with one aim: **to eliminate canine-transmitted rabies.**



VACCINATION

We follow World Health Organization guidelines to **run mass canine vaccination** projects in global rabies hotspots. Dogs act as a reservoir for the disease, but by vaccinating 70% of a canine population we can achieve **herd immunity** and stop the spread of rabies in its tracks.

EDUCATION

With lack of awareness being a key reason why people die from rabies, we run **life-saving education programmes** equipping communities with the knowledge they need to stay safe. Our sessions increase awareness on the dangers of rabies, how to avoid dog bites, and crucially what to do if bitten.

RESEARCH

We collect data on every dog we vaccinate and every school we visit. This enables us to ensure that we are working in the most efficient and effective way. Our data collection also provides us with the basis to conduct pioneering scientific research, which contributes to an improved understanding of strategies for elimination of the disease worldwide.

ELIMINATION

We are committed to working towards the shared global goal of **elimination of dog-mediated human rabies by 2030**. In just 6 years we have made great strides towards this, vaccinating over **1.2 million dogs** and providing life-saving rabies education lessons to over **3 million** children. Thanks to our programmes, fewer people and animals are needlessly dying of rabies.

HOWEVER, THERE IS STILL SO MUCH MORE TO ACHIEVE - WE NEED YOUR HELP TO DO THIS!

GET INVOLVED

There are so many ways to get involved. Whether you would like to fundraise as an individual, as a group or take part in an exciting challenge, we're **here to support you all the way.**

PERSONAL CHALLENGES

Challenge yourself!

Personal challenges could vary from donating the price of your usual takeaway coffee for a month to shaving your head or running a marathon. Why not even use the opportunity to do something you have always dreamed of and raise money at the same time? See Lucy's inspiring story on page 9.

WITH FRIENDS & COLLEAGUES

Turn your night in with friends or a day at the office into a fundraiser!

Raise awareness by involving those closest to you - hold a dinner party and have your friends pay what they would for a meal out, or a sweepstake on sporting event or TV competition! Alternatively hold a dress-down day or bake sale in the office.

EVENTS

Organise your own or take part in a wider sponsored event!

Whether it's a live music night, a pub quiz, a fashion show or a fete, events can be a great way to fundraise and raise awareness. You can boost your funds by selling food and drink or holding a raffle, asking local businesses to donate prizes.

If you would like to organise your own event or represent us in something please do get in touch with our team!

Whatever you decide to take on, please know that **you are making a lasting difference and saving many lives.**

GET INSPIRED

Fundraising doesn't have to be hard, use your hobbies and have fun with what you know and love already...

Here are a few top ideas to get you started!

E - EBay Your Items, Eighties Night, Easter egg Hunt

F - Football Match, Fashion Show, Film-a-Thon

H - Head Shave, Hula-Hoop Contest, Halloween

I - India Themed Party, Ironing, Inflatable Fun Day

K - Karaoke, Kite Flying, Kickboxing

A - Afternoon tea, Auction, Art Exhibition

B - Book Sale, Bake Off, Board Game Marathon

C - Car Boot Sale, Crochet -a-thon, Clothes Swap

D - Dog Walk, Dinner Party, Duck Race

G - Go-Without, Golf Tournament, Garden Party

J - Jazz Night, Jailbreak, Jewellery Making

L - Lottery, Litter Picking, Long Distance Walks

M - Marathon, Masked Ball, Murder Mystery



GET INSPIRED

N – Name the Teddy,
Non-Uniform Day,
Nature Trail

P – Pub Crawl, Pirate
Party, Parachute
Jump

O – Odd Jobs, Open
Garden, Office
Olympics

S – Sponsored
Silence, Silly Games
Evening, Swear Box

R – Record
Breaker, Raffle,
Rounder's
Tournament

Q – QUIZ
night!

T – Triathlon, Twister
competition, Treasure
Hunt

U – Unwanted Gift
Sale, University
Challenge

W – Wine Tasting,
Water Sports,
Who's That Baby?

V – Vegetarian
Evening,
Valentine's Event,
Variety Show

X – Host an X-
Factor style
night!

Y – Yoga, Yard of Ale
Challenge, Yellow
Themed Event
(Mission Rabies
Colour)

Z – Zodiac
Evening,
Zumba, Zoo-
Themed party!



FUNDRAISING TIPS

So you've got an idea and you've begun to plan. Consider these tips to make sure your event is a success and raises as much money as possible:

- **PUBLICISE** - wherever you can! Share your fundraiser on social media, send your local paper a press release, put up flyers in your community, add your Just Giving Page to your email signature or ask your favourite café to keep a sponsorship form for you.
- **GATHER SUPPORT** - see if your workplace, school or local businesses could help, whether its matched donations, use of a building, raffle donations or hosting a sponsored fancy dress day. If you are raising funds and volunteering with us you can try contacting the Lions Club, Rotary or small church trusts in your area.
- **BOOST YOUR FUNDS** - often a small add on the day, means more money raised for your efforts. Hold a raffle, sell cakes or have an extra collection tin.
- **GAIN EXTRA SUPPORT THROUGH GIFT AID** - through gift aid we can collect an extra 25% on every £1 you fundraise, this is at no extra effort or cost to your or those donating (see page 12 for more details).



FROM CAIRO TO CAPE TOWN!

Meet Lucy, one of our amazing volunteers who also took on a challenge of a lifetime to fundraise for us! She took part in the Tour d’Afrique, an incredible cycle route from Cairo to Cape Town, that’s a journey of 6,000 miles!! Here’s how she got on...

“In January I started an epic 4 month long journey, cycling the length of Africa from Cairo in Egypt to Cape Town in South Africa. It had always been a dream of mine and I decided it would be fitting to use the challenge to also raise money for Mission Rabies. Five years previously, I had volunteered for Mission Rabies in India and seen first-hand the effects of rabies on the local human and dog populations and the positive impact the work of the charity is having.

It was a challenging but rewarding journey, approximately 6,000 miles through the deserts of the Sahara and the Kalahari, along the shores of Lake Malawi, over mountains of Ethiopia and the plains of East Africa. I camped in the bush and slept under the stars, cycled in 44 degree heat in Sudan and in the rain in Zimbabwe. I was lucky enough to see much of the archetypal African wildlife, including several close encounters with elephants – they really are huge when experienced up close on a bicycle.

When passing through Malawi, I also got to stop off and meet some of the Mission Rabies team. It was a real boost to meet them and hear more about their work in Malawi! I was reminded of the importance of Mission Rabies work whilst also chatting to a local lady in Nanyuki, Kenya. She told me that rabies was a concern in the area, where many people had pet dogs who were let out to roam at night and the potential for disease spread was very real. She was grateful that people are starting to act and realise the real threat rabies still poses!

I’m so glad I’ve been able to play a small part in the fight to end this deadly disease!”

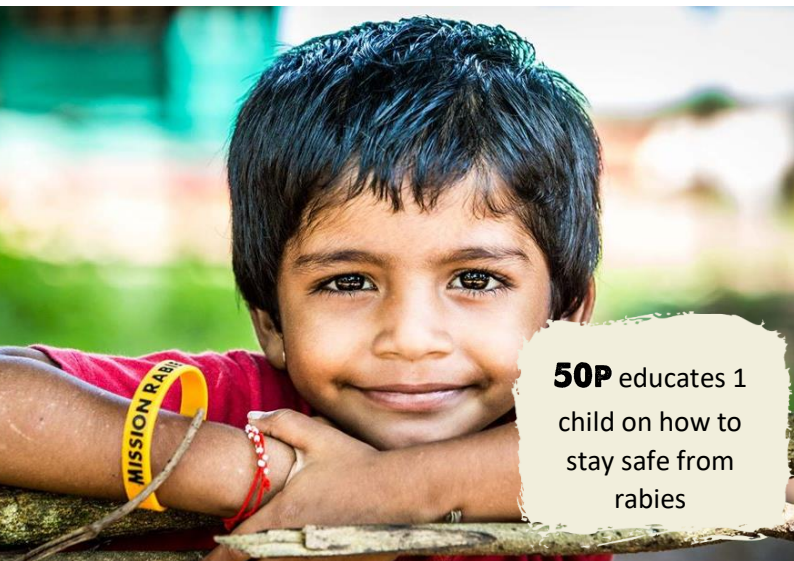


If you’ve been inspired by Lucy and would like to take on your own adventure challenge for Mission Rabies, companies such as [Discover Adventure](#) offer fundraising adventure trips. Alternatively you could arrange it yourself - **contact our team to chat through your ideas and to help with any queries!**

We would like to say a **HUGE THANK YOU** to Lucy for her incredible efforts in undertaking such an impressive feat for Mission Rabies!

HOW YOU WILL MAKE A DIFFERENCE

Even a small amount can make a **huge difference**, enabling us to prevent needless suffering and save many lives. No matter how much you are able to fundraise for us, **we promise to make every penny count.**



50p educates 1 child on how to stay safe from rabies



£5 buys a rapid rabies test kit, which allows us to diagnose rabies within 10 minutes



£15 vaccinates 10 dogs against rabies for a whole year



£50 equips one team of animal handlers with catching nets



£500 could deliver life-saving lessons to an entire school



£1000 covers the cost of an entire vaccinating team for 1 month

SENDING IN YOUR MONEY

There are many different ways to send your money across to us, choose the method which suits you best!

JUST-GIVING

Mission Rabies has a Just Giving page at www.justgiving.com/campaign/missionrabies. Set up your own Just Giving page and link it to Mission Rabies so everyone can see your efforts! Tell people why you are fundraising, make it personal with photos, training or preparation videos and event information. Fundraising is a social activity and people are more likely to give what other people have – so get a good first pledge to encourage others to be generous! Please only use Just Giving as a fundraising device and not to pay in money fundraised through other means.

MISSION RABIES WEBSITE

Send your donors/sponsors to www.missionrabies.com/donate where they can make a card payment of any value. Be sure to tell them to inform us the donation is for your fundraising campaign, in the comments box.

POST

Collect the money yourself and post us a cheque to Mission Rabies, along with a donation form and any relevant Gift Aid Declaration forms to: **Mission Rabies, 4 Castle Street, Cranborne, Dorset, BH21 5PZ, United Kingdom.**

BANK TRANSFER

If you'd like to send us the amount you have raised by via bank transfer, please do so using the below details:

Account Name: WVS Mission Rabies

SORT CODE: 30 94 36 **ACCOUNT NUMBER:** 33230068

SWIFT/BIC: LOYDGB21286 **IBAN:** GB52LOYD30943633230068

Reference: 'Your surname' fundraising



Fundraising is all about having fun and raising money but it's also subject to UK laws and legislation. Don't worry though we've got a handy summary for you and we're always here to help with any queries you might have. For fundraisers outside the UK, please ensure you have researched your own country's fundraising laws.

RAFFLES

For small raffles, you must charge a standard price for each ticket and sell tickets and draw the winner on the day. For lotteries over a longer period or to sell tickets at more than one venue, you will need to purchase a local lottery license from your local council.

COLLECTION POTS

If you are using one of our collection pots, we have a procedure to ensure everything is legal. This will be provided when you request a collection pot.

For any other type of collection, the following rules apply:

- Collection on private property such as pubs or supermarkets require written permission from the owner or manager. Keep this with you when collecting.
- Collecting funds in the street, in any public place, or house-to-house requires a licence from your local council.

HEALTH AND SAFETY

You should consider doing a risk assessment for any event, researching any required licences such as sale of alcohol, consider whether your event requires first aiders, that it complies with Food Safety and that any volunteers you have are properly provided for.

DATA PROTECTION

Be careful with any personal data you collect (such as sponsorship forms) which is protected by the Data Protection Act 1998 and the EU General Data Protection Regulation. Store data safely, don't keep it longer than necessary and don't share information or data about someone without their permission.

GIFT AID

Gift Aid allows WVS to claim 25p back on every £1 you raise. Donors must be UK Income or Capital Gains tax payers and must provide their name and address with their donation in order for us to claim. In the Mission Rabies fundraising resources section of the website, you will find a sponsorship form and a Gift Aid declaration form that you can use to ensure this is done correctly. Gift Aid cannot be claimed on tickets as these are classed as profit.

Visit www.institute-offundraising.org.uk for further advice or get in touch with us, we are here to help!

THANK YOU SO MUCH FOR YOUR SUPPORT - TOGETHER WE CAN DO THIS!

If you have any questions, or need extra support with your fundraising please do not hesitate to get in touch. Whether it be baking cakes or jumping out of a plane, keep us in the loop with your plans and we can share your efforts on our social media - we look forward to hearing all about it!

EMAIL: fundraising@missionrabies.com

PHONE: +44 (0) 1725 557225

POST: Mission Rabies, 4 Castle Street, Cranborne, Dorset, BH21 5PZ, UK

FACEBOOK: <https://www.facebook.com/missionrabies>

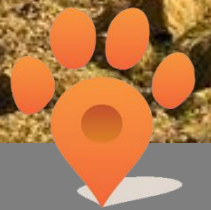
TWITTER: www.twitter.com/MissionRabies or @MissionRabies

INSTAGRAM: @MissionRabies





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