



GUIDE TO FUNDRAISING



THE HUMANIMAL TRUST
One Medicine for Humans and Animals

Registered charity in England and Wales, No.1156927



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thank you

FOR CHOOSING TO FUNDRAISE FOR THE HUMANIMAL TRUST. YOU ARE NOW PART OF A JOURNEY THAT WILL REVOLUTIONISE SOCIETY.

This guide is full of information about the charity as well as tips and advice on how to get the best out of your fundraising. Good luck and thank you once again for your support. Every penny you raise will help us cure disease right now and end unnecessary suffering for both humans and animals.



HUMANS PLUS ANIMALS TRUSTING EACH OTHER - THE HUMANIMAL TRUST

one

OUR EVOLUTION

Professor Noel Fitzpatrick, a world-class orthopaedic-neuro veterinary surgeon, founded The Humanimal Trust in 2014. This landmark charity aims to spearhead cross-collaboration at the clinical coalface for the betterment of both humans and animals.

At present, advancements in medical science that could benefit all species take place independently with little sharing of knowledge or information, delaying progress. The Humanimal Trust will facilitate the cross-pollination of expertise and ideas between human and animal medicine, finding disease solutions faster, encompassing respect and fairness within both professions and across society.

The Humanimal Trust aims to become the catalyst for reciprocity of effort between human and veterinary medicine by studying disease of relevance to both in the areas of musculoskeletal, neurologic and oncologic disease as well as infection and regenerative medicine and applying lessons learned through increased awareness, proactive collaboration and investment in education.

two

WHAT IMPACT YOUR FUNDRAISING WILL HAVE

WHAT IS ONE MEDICINE?

'One Medicine' embodies the view that both veterinary and human medicines are dependent on an overlapping collection of biological characteristics, technologies and research discoveries.

The similarities between animal and human biology are far more significant than the differences. Scientific advances have demonstrated striking commonalities and links between species. As such healthcare should be universal and advance hand in hand. To many it may seem obvious, yet it is not happening. There is some early progress with One Medicine in the US but little in the UK and Europe.

250 years ago veterinary and human medicine diverged and a precedent was set that stands to this day. As a result, throughout the world, animals suffer unnecessarily for the advancement of human health and humans rarely benefit from advancements made in veterinary medicine at the clinical coalface.

NO OTHER CHARITY HAS THE POTENTIAL TO CHANGE SOCIETY ON THIS SCALE

WHY DOES IT MATTER?

AND WHY DO WE NEED TO TAKE ACTION NOW?

- One Medicine is the most ethical option for the next century but the changes need to start **today**. Every day wasted is another day that many animals across the globe will die or suffer unnecessarily for the sole benefit of humans and another day that humans and their families continue to live with the life changing impact of less advanced treatments and procedures than those available to animals.
- There is significant, wide-ranging evidence that confirms most diseases on earth affect both animals and humans and that we share an overlapping collection of biological characteristics and genetic profiles.
- Animals do not currently get back all of the medical advances they give to humans, often suffering and sacrificing their own lives so we can advance ours with little or no reciprocal benefit. We believe it is wrong that an animal may not go on to benefit from a procedure or device or therapy or drug they were used to develop for the sole advancement of humans. Why would we not share that knowledge to preserve and improve the lives of animals at the same time?
- Humans do not always benefit when advancements are made in veterinary science, resulting in unnecessary human suffering. We believe it is wrong that advances in veterinary medicine allow for animals like dogs and cats to have access to advanced treatments and procedures and as such go on to live pain free, active lives, yet the same is not always made available to humans, for example a war veteran amputee or a child with cancer? Why would we not share that knowledge to preserve and improve the lives of humans at the same time?
- We only have a finite resource on this planet and species are becoming extinct. All ecosystems rely on each other for the future of the planet. Every species is important and plays its part in our world. The implication of losing whole groups and species for our planet is potentially catastrophic. We need to work together to preserve life and quality of life for all species. There is not an endless supply we can all take for granted for our own advancement.
- We estimate that less than 1% of society as a whole has any knowledge or understanding of One Medicine and the significant benefits it will bring to the world. There are of course variations within this, but overall clarity and understanding of this subject or recognition of why it is important is very very low and as a result the unnecessary suffering for animals and humans continues.

When your own life or that of a loved one is in the balance, you will want all of the options.

FUNDING OUR GROUNDBREAKING WORK

Our work is varied and wide-ranging and as such so is the financial diversity needed to support this. We operate in a way that we can adapt our activities to suit our changing financial position. There is a direct link between funding and each of our four strategic objectives that feed our mission.

Awareness

Every £1 will win hearts and minds and open eyes to the possibilities for all species. **Together** we will change attitudes and breakdown barriers.

Collaboration

Every £1 will drive collaboration between veterinary and medical professionals. **Together** we will unite for the advancement of humans and animals.

The cost of our work

£5,000 a stand at a professional veterinary or medical conference. Raising the profile of One Medicine in the UK and around the world with the people on the frontline who can make One Medicine a reality.

£10,000 Commission, write and publish one science based or academic online journal. Sharing understating and knowledge to broaden perspectives and opinions.

£25,000 a professional scientific speaker to represent The Humanimal Trust and share our vision at a series of professional and academic engagements. The Voice of One Medicine.

£100,000 a modest, one day One Medicine Conference; Uniting academics, professionals, policy makers towards a common goal, breaking down barriers.

£100,000 an outreach programme to work across universities and colleges. Inspiring and engaging the professionals of tomorrow to take our vision forward for future generations.



Education

Every £1 will educate and inspire the next generation. **Together** we will nurture and inspire the young professionals who will change society.

£100,000 a 3-year PhD in a matter of simultaneous health advance for human and animals together. Encouraging fresh ideas and thinking.

Research

Every £1 will contribute to ground-breaking research. **Together** we will provide the evidence to make 'One Medicine' better understood and accepted.

£2,000,000 funds x1 significant research project into a matter of human and animal health for the benefit of all species simultaneously.

The Humanimal Trust

Every £1 will change the world we leave for the children and the animals of tomorrow - **Together** we build a legacy for generations to come.

£5,000,000 per year allows us to deliver a full range of activities across Awareness, Collaboration, Education, Research, towards our vision for 'One Medicine in the UK and across the world.

three | GET CREATIVE!

BEING HELPFUL FOR HUMANIMAL

We are so grateful to the people who take the time to help us raise the funds we need to bring about the change we so passionately believe in for the benefit of our society today and well into the future for the animals and children of tomorrow.

Our efforts are for a very serious cause but we want you to have some fun along the way! So get creative! Here are just a few ideas you may wish to consider for your fundraising fun. Why not share your ideas with other supporters on our social media pages?



DRESS DOWN DAY (OR DRESS UP DAY!)

Wear your own clothes or better still dress as an animal!



INCLUDE YOUR ANIMAL FRIEND

Let your animal friends join in the fun! Organise a sponsored dog walk or perhaps a local cat or dogs show. Even a prettiest pet competition!



CHALLENGE YOURSELF!

Get sponsored for climbing a mountain, test your nerves by skydiving. Can you endure a marathon?



INVITE THE NEIGHBOURS

Arrange a street party and get your neighbours talking about The Humanimal Trust too!



SHHHHHHHH!

We normally want to shout about One Medicine, but can you keep quiet for charity - A sponsored silence!



BAKE OFF!

Host your own coffee morning or bake off competition. Or bake solo and sell your delicious cakes. Why not have a go at homemade pet treats to sell (be sure to investigate your ingredients first!)

Jane organised a Great Dog Walk with her family and friends, raising a staggering £1,000. Jane said:

The event was such good fun and it was wonderful to get all my friends together with their dogs and fly the flag for Humanimal Trust. I have been a huge supporter of Professor Noel Fitzpatrick since I became aware of his work through Channel 4's Super Vet programme.'

Luke decided to cycle 100 miles from Halesowen to Snowdonia, and wanted to raise £500. Luke said:

'The cycle was a real challenge for me and I've never done anything like this before, but I thoroughly enjoyed it and loved raising money for a cause so close to my heart.'

Ariana and her dog Zippy walked for a week and raised a fantastic £4,000 through sponsorship and organising collections along the route! Ariana said:

'As well as raising money for a really worthwhile cause, Zippy and I spent some quality time together, enjoyed the great outdoors and met some brilliant people along the way! People were so kind and so willing to support me.'

What have other fundraisers said?

four | ADVISING THE HUMANIMAL TRUST

We want to be able to help you with your fundraising as much as we can, and therefore it is important we know what activity is being undertaken by our supporters on our behalf. This allows us to join in the fun and journey with you and share your stories on social media and encourage you along the way!

From time to time we may need to respectfully request an event does not proceed as you may have hoped. Many people want to help the charity and our work and have heartfelt intentions, but sometimes a proposed activity may unintentionally jeopardise the work or reputation of the organisation. If this were the case we would need to intervene and respect in advance your understanding of our need to do so.

Send your idea by emailing the following details to fundraising@humanimaltrust.org.uk

Or

By completing and returning this page to our offices: Fundraising
The Humanimal Trust, The Old Mill, Mill Lane, Godalming,
Surrey, GU7 1EY

Full Name of fundraiser _____

Other fundraisers / organisers involved _____

Home address _____

Contact telephone number _____

Email _____

Proposed fundraising event / activity _____

Location including address _____

Date of event / Dates of planned campaign _____

Fundraising £ goal _____

Reason for supporting The Humanimal Trust? _____

I / we confirm we have read Get involved! - A guide to fundraising for The Humanimal Trust (September 2016) in full and understand I/we are raising money in aid of The Humanimal Trust and not acting on behalf or as formal representatives of the organisation. As such The Humanimal Trust cannot be held responsible and is not liable in any way for your fundraising activity. (NB Submitting the aforementioned details by email also represents agreement to this statement)

Signed _____ Print name _____

Date of signature _____

five | PLANNING FOR SUCCESS

Taking time to think and plan will help you make your event run smoothly, ensure you enjoy it and maximise your fundraising efforts.

HOW MUCH MONEY DO YOU WANT TO RAISE?

Setting a fundraising target will give you something to aim for. You'll be surprised how generous people can be when they know you are raising money for a cause you are passionate about. You'll also need to think about whether there are any costs associated with your event and you should plan to raise at least three times as much as you spend.

WHO ARE YOU GOING TO INVOLVE?

Your family, friends, colleagues and neighbours may all be willing to support your event, either by taking part themselves or helping you with the event organisation. Think about the networks you have access to through your work, hobbies and local community. Remember that many hands make light work and people you know will have skills to help you.

WHERE AND WHEN ARE YOU GOING TO DO IT?

Does your event need a venue and if so, is there a cost for hire or can you source a venue for free? Are schools, churches or community centres suitable? Do you need to plan a route? Consider capacity, parking, disabled access and public transport links. Set the date as soon as you can so you have plenty of time to promote the event and people can put the date in their diaries. Try to avoid clashes with other local and national events.

HOW WILL YOU PROMOTE IT?

Promoting your event effectively is one of the best ways to ensure that

people take part or make a donation. People love pictures and stories so keep a blog or photo diary of your journey. Consider the local newspaper and radio station, social media, delivering fliers and putting up posters. Don't forget that word of mouth works wonders!

CAN FITZPATRICK REFERRALS AND PROFESSOR NOEL FITZPATRICK HELP WITH OUR EFFORTS?

We get many enquiries from individuals wishing to start or complete their event at Fitzpatrick Referrals hospitals in the hope that it will help aid in their fundraising efforts. However both Fitzpatrick Referrals sites are very busy clinical environments and the animals in their care are very unwell, often with upset or distressed families. As such this is not an appropriate environment for fundraising activities or publicity. Therefore, requests or attempts to involve Fitzpatrick Referrals are respectfully declined.

In addition to this, as a charity we benefit greatly from the profile and work of our founder, Professor Noel Fitzpatrick and his wide ranging efforts to promote and drive the charity and our work towards our One Medicine vision. However due to the commitments of his demanding clinical, professional and academic schedules, Professor Fitzpatrick is unable to respond to requests to support individual fundraising activity. This includes endorsement of or provision of items for auction or sale, personal appearances at events organised by the general public, personal receipt of or presentation of fundraising proceeds.

We also believe in fairness to all supporters and you will respect that if we were to make exceptions it would be unfair to our many other loyal and dedicated supporters who we have already declined.

six | RAISING MONEY, SPONSORSHIP & SPONSORSHIP FORM

SPONSORSHIP

Asking people to sponsor your event is a great way to raise money. Remember to explain why you are fundraising and set the bar high by starting with the people who are most likely to give a larger donation to encourage others to think big too!

ONLINE DONATION PAGE

Use Virgin Money or Just Giving to set up an online fundraising page that you can email to your family and friends. Online fundraising really brings your fundraising to life, with your personal story, images and updates, creating a buzz around your activity and inspiring others to get involved.

TEXT GIVING

If you set up an online fundraising page such as Just Giving for your event or activity, you can arrange your own unique 'text to donate' code for your fundraising page to enable your supporters to donate by text. This gives your supporters another way to conveniently sponsor you!

We receive many requests from supporters asking to use the central Humanimal Trust text giving number to aid in collection of donations and sponsorship. Unfortunately the numbers we have are allocated to

specific Humanimal Trust campaigns and cannot be used for anything other than their designated campaign period / purpose.

GIFT AID

Gift aid enables UK taxpayers to increase the value of their gift by 25% at no cost to them or to you. But they must tick the gift aid box and include their full name, address and postcode, or we cannot claim this money from the government.

COMPANIES

Local companies are useful to approach for financial donations, event sponsorship and raffle prizes. Your own employer may also consider matched funding, effectively doubling the amount of money that you raise in a way that is tax efficient for them. It's always worth asking!

MAXIMISING MONEY

You may be raising money through ticket sales or sponsorship but there are many supplementary ways to maximise the total amount raised. Consider holding a raffle or tombola at your event, having an auction or a sweepstake, organising a collection or bag pack, or asking for donations instead of presents for birthday and anniversary celebrations.



seven

TAKE CARE! HEALTH, SAFETY AND LEGAL ISSUES

Your fundraising should be good fun but it is really important to ensure that your event is safe and legal and does not put you or anybody else at risk. Please read the following points and seek advice if you are in any doubt. Visit the Institute of Fundraising website at www.institute-of-fundraising.org.uk/guidance/ and the Health and Safety Executive website www.hse.gov.uk

PERMISSIONS

Holding an event in a public place may require obtaining permission from the local authority. Always best to check!

LICENCES

Entertainment in the form of music and dancing may require a public entertainment licence and the sale of alcohol requires a licence, both of which are issued by your local authority at www.gov.uk/find-your-

www.gamblingcommission.gov.uk local-council. Public lotteries and some types of raffles also require a licence and information can be found at www.gamblingcommission.gov.uk

RISK ASSESSMENT

It is a good idea to complete a risk assessment of your event, noting any potential hazards and how they will be minimised and managed, and how an emergency would be responded to.

DATA

The collection of personal data is governed by data protection legislation and only data that is needed should be collected, and it should be stored securely and not shared. It's important to ask the permission of people you take photos of.

FOOD HYGIENE

The sale and serving of food is subject to food safety regulations and more information can be found at www.food.gov.uk

COLLECTIONS

Certain types of collections require permission or a licence being granted by the property owner, local authority or police. There is also a set of regulations governing collections.

INSURANCE AND LIABILITY

You are fundraising 'in aid of' Humanimal Trust and therefore Humanimal Trust cannot be held responsible and is not liable in any way for your fundraising activity. It is important that you secure appropriate public liability insurance cover.

FIRST AID

Depending on the scale of your event and the number of people present, you may require trained first aiders to be on site. Check with your local council or St John Ambulance at www.sja.org.uk

eight | WHAT MATERIALS ARE AVAILABLE

We currently have the following materials available to those who would like to help us with fundraising. Some of these are available to download and print from our website.



The Humanimal Trust flyers with information about the organisation and One Medicine you can share with your supporters and sponsors.



A1 Posters about The Humanimal Trust explaining everything you or your supporters would like to know about the charity and our work.



Running & Cycling Shirts (Available on request)



Logo for use on your promotional material and collection buckets.



Use of social media to get more people talking about your fundraising.

As we grow and develop as a charity so will the range of items we can supply you with to support your event, however we must balance this with appropriate use of funds. As you will respect, materials do cost money and it is important that we encourage our supporters and give them the tools to help us raise funds but also that we spend our charitable funds wisely.

If you think of items that would be useful, please email us at fundraising@humanimaltrust.org.uk with your ideas.

Due to the volume of emails we receive we cannot respond to all ideas individually, but these will be presented to the Fundraising and Marketing committee for consideration every 3 months.

nine | WHAT TO DO AFTER YOUR EVENT

SEND IN THE MONEY YOU HAVE RAISED

Please send the money you have raised for Humanimal Trust within eight weeks of your event. You can pay in money raised in the following ways but please remember to include your name, address and supporter reference number so we can acknowledge receipt and thank you:

PAY BY CHEQUE AND POST

Fundraising The Humanimal Trust, The Old Mill, Mill Lane, Godalming, Surrey, GU7 1EY

BY BANK TRANSFER

Sort Code: 40-52-40

Account Number: 00024914

Account Name: The Humanimal Trust

THANK YOUR SUPPORTERS

Once you know how much money you have raised, let your supporters know and thank them for the valuable contribution they have made. It's a good idea to inform the local press of your fundraising total and update your online fundraising page to thank everyone involved.

BE PROUD OF YOUR ACHIEVEMENT!

Congratulations are in order! Well done you for all the thinking, planning, persevering and delivering of your fundraising efforts. Fundraising is no mean feat so take some time to recognise and be proud of your fantastic achievement.

Send us your photos!

We would love to shout out about your achievement to celebrate your success and help inspire others to follow suit!

If you do not want us using images for Marketing and Fundraising purposes please let us know



ten | THANK YOU FROM OUR FOUNDER

OUR VISION

A world where One Medicine is a well understood and accepted concept and a society that embraces the regular collaboration of veterinary and medical professions to support the sharing of ideas, technology, expertise and research, enabled through appropriate policy and legislation to successfully relieve the suffering of animals and preserve the good health of humans in tandem.

"I believe that there is only one rational route forward for both animal and human medicine and that is by working together. This is 'One Medicine'. After all; a cancer cell doesn't care if you are a dog or a human. Medical science for all species could and should move forward together. By choosing to fundraise for The Humanimal Trust, you are helping us beat disease and end unnecessary suffering.

This is my life's work and your fundraising will help make it a reality for the benefit of society today and well on into the future for the animals and children of tomorrow. Based on what you do right now the world will be changed for the better forever.

My genuine and sincere thanks for your support and effort. We could not achieve this without you"

PROFESSOR NOEL FITZPATRICK,
FOUNDER THE HUMANIMAL TRUST

OUR MISSION

To be pro-active catalysts that inspire and enable professionals, academics, policy makers, regulators and the general public to embrace One Medicine. We aim to reduce, refine and replace animal testing and to promote reciprocity between professions for the benefit of humans and animals simultaneously. We will study disease of relevance to both at the clinical coalface and apply lessons learned through awareness, collaboration and education.



DONATE ONLINE OR VISIT OUR WEBSITE
FOR MORE WAYS TO GET INVOLVED
WWW.HUMANIMALTRUST.ORG.UK



THE HUMANIMAL TRUST
One Medicine for Humans and Animals

Join us on Facebook and Twitter and share our message
If you would like to get involved in other ways please write to us at info@humanimaltrust.org.uk

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