

WATCH US ON CHANNEL 5

FRIDAY 21ST DECEMBER 8PM



HELP THE ANIMALS AT CHRISTMAS

THE FUNDRAISING PACK

THE UK'S FIRST EVER TV EVENT RAISING FUNDS AND AWARENESS FOR UK ANIMAL WELFARE, HIGHLIGHTING THE WORK OF FIVE AMAZING BRITISH ANIMAL CHARITIES.



SCOTTISH SPCA
Scotland's Animal Welfare Charity





FRIDAY 21ST DECEMBER 8PM ON CHANNEL 5 **JOIN US TO 'HELP THE ANIMALS AT CHRISTMAS'**

Britain is a nation of animal lovers and Channel 5 is the home of great animal programmes like The Yorkshire Vet, The Dog Rescuers with Alan Davies and Jo Brand's Kitten Rescue.

This Christmas we'd like you to join us and be part of something special and make TV history in a UK television first.

Help the Animals at Christmas, is a star-studded entertainment show in support of UK animal welfare charitable organisations, broadcast live from MediaCity in Salford, on Friday 21st December at 8pm on Channel 5.

It will be UK television's first ever TV event in aid of animal charities, presented throughout the night by Susan Calman, Gethin Jones, Gaby Roslin, John Thomson and Michael Underwood. The programme also features stars of our hit animal shows, including Ben Fogle, special guests Stefan Dennis and Annie Jones from Neighbours, and Storm Huntley who will be on hand to manage the buzz live on social media!

We'll be raising awareness and money to support the vital activities and work carried out by our nominated 5 animal charities: RSPCA, Scottish SPCA, Blue Cross, The Donkey Sanctuary and Wildlife Aid Foundation.



HELPING ALL CREATURES, GREAT AND SMALL

HELP US SUPPORT THE TYPE OF WORK CARRIED OUT BY OUR NOMINATED 5 ANIMAL CHARITIES, WHO WILL BE WORKING ALL OVER CHRISTMAS AND THROUGHOUT THE YEAR PROVIDING LIFE-SAVING ASSISTANCE TO ALL CREATURES GREAT AND SMALL.

HOW YOU CAN SUPPORT

Join us in the fight to prevent cruelty, provide rehabilitation and alleviate suffering to animals.

Help us help these amazing charities who will be working all over Christmas and throughout the year providing life-saving assistance to all creatures great and small.



£5

DONATE £5

Text HELP5 to 70028

£5 could help pay for special milk to hand feed an orphaned kitten



£10

DONATE £10

Text HELP10 to 70028

£10 could provide treatment or medication for a sick hedgehog



£20

DONATE £20

Text HELP20 to 70028

£20 could help deliver a lifesaving operation for an abandoned donkey

*Read our Help the Animals at Christmas [Terms and Conditions](#) online.



You can also donate securely online, just visit:

**[MYDONATE.BT.COM/
CHARITIES/
HELPTHEANIMALS](http://MYDONATE.BT.COM/CHARITIES/HELPTHEANIMALS)**

Please help us support the activities of UK animal welfare charitable organisations and the vital work carried out by our nominated 5 animal charities.



Charity no: 219099

SCOTTISH SPCA
Scotland's Animal Welfare Charity

Scottish Charity no.
SC 006467



**Pets change lives
We change theirs**

Charity no: 224392



**THE DONKEY
SANCTUARY**

Charity no: 264818



Charity no: 1138944

NOTE:
All texts will also incur one message charged at standard network rate. Please obtain permission from the bill payer before sending a text message. If you are under 16 years old, you must have your parent or guardian's permission to send a text donation to us.

GET INVOLVED IN THE LIVERPOOL SANTA DASH

We are delighted that we have been chosen as an official charity partner for the UK's biggest festive 5K - The Liverpool Santa Dash on Sunday 2nd December.

Join up to 10,000 Santas who'll be pulling on their trainers to dash around the city. You can even take along your dog to join in the fun!

Be amongst the spectacular sea of Santas gathering on the start line at Pier Head Liverpool – part of the city's iconic UNESCO World Heritage Site – before setting off at 9.30am.

Make your way round the route then towards the Liverpool Town Hall finish line where you'll be greeted by festive characters, 'real' snow and pick up your finishers' medal.

Full details can be found at www.btrliverpool.com

Can't make it to Liverpool? Don't worry there's a virtual run option.

Register in advance and you'll be sent your race pack, Santa suit and medal. Send your virtual festive selfie to alan@btrliverpool.com.

SANTA DASH CHECKLIST

1. REGISTER AT: WWW.BTRLIVERPOOL.COM
2. SET UP A FUNDRAISING PAGE MYDONATE.BT.COM/CHARITIES/HELPTHEANIMALS
3. GET YOUR TRAINERS
4. GET YOUR SUIT
5. ON 2ND DECEMBER: TAKE WATER... SNACKS... AND DASH!

WE'LL SHOW HIGHLIGHTS OF THE SANTA DASH AND THE BEST PHOTOS FROM OUR VIRTUAL RUNNERS ON CHANNEL 5 ON 21ST DECEMBER.

Images courtesy of Paul Francis Cooper/BTR Liverpool



HERE'S SOME AMAZING FESTIVE FUNDRAISING IDEAS THAT YOU CAN DO WITH COLLEAGUES, FRIENDS OR FAMILY

AT WORK...

DRESS UP

Get the whole office in their favourite Christmas or animal jumpers

SNACK SKIP

Skip the snacks and coffee at work and donate that money instead

HELP THE ANIMALS AT CHRISTMAS

FANCY DRESS

Donate a small fee to dress up as your favourite animal for the day

BISCUIT DECORATING

Decorate your edible human biscuits with icing and sell them

FACE PAINT

Get creative with some animal face painting

AT SCHOOL...

PET PAMPER

Invite everyone round for a Pampered 'Pooch' evening

DOGGIE PADDLE

Do a sponsored swim for adults or kids

PET PATROL

Take your pets along on a winter walk

WITH LOVED ONES...

Let us know what you're doing! Make sure to share any details by emailing viewerenquiries@channel5.com and put 'Help the Animals' in the subject line.

Remember to hashtag #HelpTheAnimals on Social Media.





LET'S

WORK

TOGETHER

HERE ARE A FEW THINGS TO HELP YOU GET STARTED

POSTER

Write in details of your event on the poster on page 7, print off and display to publicise how you are raising funds for Help the Animals.

SPONSORSHIP FORM

Once you've completed your event, make sure you send your completed form so we can claim the gift aid. Please send your form to:

Help the Animals at Christmas
Programme Management
Channel 5 Broadcasting Limited
17-29 Hawley Crescent
Camden
London
NW1 8TT

SHARE ONLINE

Shout about your efforts by sharing your donation link on Facebook, upload snaps and videos of your efforts on Instagram and Tweet like there's no tomorrow using the #HelpTheAnimals hashtag.



HELP THE ANIMALS
AT CHRISTMAS

HI, I'M DOING A

EVENT TITLE HERE

TO RAISE MONEY FOR
HELP THE ANIMALS
AT CHRISTMAS ON

DATE

TIME

PLEASE JOIN ME AND SHOW YOUR SUPPORT

NAME

CONTACT

LOCATION



Watch the UK's first ever TV fundraiser
for animals. LIVE on Friday 21st
December 8pm on Channel 5



SCOTTISH SPCA
Scotland's Animal Welfare Charity



PAYING IN YOUR MONEY

HELP THE ANIMALS
AT CHRISTMAS
WATCH US LIVE ON TV
FRIDAY 21ST DECEMBER 8PM

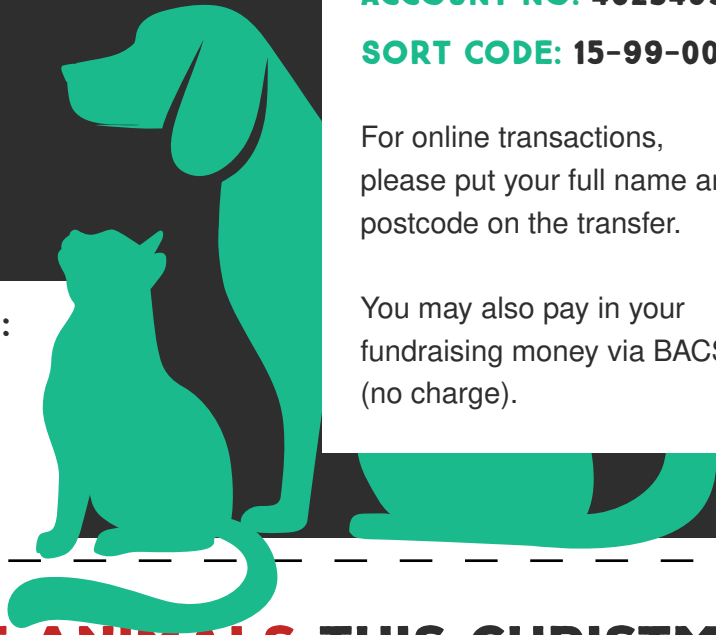


**PLEASE SEND ALL YOUR
MONEY IN BY MIDDAY 31ST
JANUARY 2019**

Thank you for fundraising for Help the Animals at Christmas. Please send this form together with your sponsorship money, but please do not send cash in the post. Please make cheques payable to: Help The Animals

PLEASE RETURN THIS FORM TO:

Help the Animals at Christmas
Programme Management
Channel 5 Broadcasting Limited
17-29 Hawley Crescent
Camden
London
NW1 8TT



ACCOUNT NAME:

**HELP THE ANIMALS AT
CHRISTMAS**

ACCOUNT NO: 46234950

SORT CODE: 15-99-00

For online transactions,
please put your full name and
postcode on the transfer.

You may also pay in your
fundraising money via BACS
(no charge).

HOW I HELPED THE ANIMALS THIS CHRISTMAS

Please do not send cash in the post. Please complete in BLOCK CAPITALS

NAME:

EVENT DATE:

ADDRESS:

POSTCODE:

TELEPHONE:

EMAIL:

I have raised a total of £

which includes £ raised online

through the page ADD URL

and/or £ from my event.

I have sent this as a cheque bank transfer

EMPLOYEE MATCH FUNDING

Your employer may agree to match fund what you raise, so please ask your company if they are able to support you.

I have applied for match funding from my employer.

COMPANY NAME

I expect to receive £
in match funding.



THE IMPORTANT BITS

Fundraising with family and friends, should be a lot of fun.

It's important that everything is safe and legal. Please read these important bits before you start fundraising.

Permission

If you wish to hold a fundraising event in a public place, it is important you get the appropriate consent from the property or land owner e.g. In a local park, the land owner may be your local Council. Permission must be sought prior to the event.

Use of Photos/Images/Videos

If you use photos/images to promote your event you will need to gain permission from the person who took the photo (and/or owners of the animals) in the photo. If you plan to take photos or videos at your event, you will need to make your supporters aware of this and gain any necessary permissions.

Insurance

Public – if your event involves the general public you will need to have Public Liability Insurance in place. The venue may already have this in place.

Private Event – at home or on private property. You're advised to check your home insurance would cover this.

Public Collections and Lotteries

Please refer to your local authority or land owner who will advise on whether a licence is needed to hold a collection or run a lottery at your event.

Safety

If you are holding a large event involving lots of people (and their animals!) please make sure you carry out a risk assessment and you have appropriate first aid support in place. St John's Ambulance are a great starting point for advice, and they will guide you to make sure your event is safe for all who attend.

Data Protection

It is important to only keep the information you need about your guests and their animals. For more information on Data protection, visit [the ICO website](#).

Donations

Please help us support the activities of UK animal welfare charitable organisations and the vital work carried out by our nominated 5 animal charities.




SCOTTISH SPCA
Scotland's Animal Welfare Charity



Wildlife Aid
FOUNDATION

Happy fundraising!

Team Help the Animals at Christmas.



"I'M INCREDIBLY PROUD TO BE JOINING THE FIGHT TO PREVENT CRUELTY, PROVIDE REHABILITATION AND ALLEVIATE SUFFERING TO ANIMALS WITH CHANNEL 5'S NEW FUNDRAISING CAMPAIGN, HELP THE ANIMALS AT CHRISTMAS."

BEN FOGLE

**WATCH US LIVE ON CHANNEL 5
FRIDAY 21ST DECEMBER 8PM**



@HELPTHEANIMALS



HELPTHEANIMALSON5

