HERO PAWS SCIO

YOUR FUNDRAISING TOOLKIT

A little of your time can change a lifetime after service.

For the dogs who searched, protected, detected and served. Help us give them the safety, care and dignity they deserve in retirement.

BE A HERO TO A HERO

01 / WHY IT MATTERS

Their service ends. Our care does not.

Retired working dogs may need specialist treatment, rehabilitation or a safe route into civilian life. Fundraising helps us stand beside them.

01

Veterinary care

From urgent treatment to ongoing medication, diagnostics and compassionate end-of-life support.

02

Rehabilitation

Physiotherapy, behavioural support and the time and expertise dogs need to recover and settle.

03

Retirement pathways

Thoughtful rehoming, safe transitions and support tailored to the individual dog.

04

Lifelong welfare

Practical help, guidance and continued support for retired service dogs and their families.

A LIFE CHANGED

Sasha was not left behind.

When Sasha lost her guardian, Hero Paws helped her through an unsettling transition and into a carefully matched new home. She found safety, stability and a future shaped around her welfare.

Read more Hero Paws stories >

Make it yours.

There is no one-size-fits-all fundraiser. Start with what you enjoy, who you know and the time you can give.

01

Take on a challenge

Walk, run, cycle, swim or set a personal goal. Invite friends to sponsor your effort.

02

Bring people together

Host a coffee morning, quiz night, community day or sponsored dog walk.

03

Celebrate with purpose

Turn a birthday, anniversary, retirement or memorial into a fundraiser.

04

Dogs helping dogs

Organise a dog-themed event or a birthday fundraiser for your own four-legged friend.

05

Rally your workplace

Try a dress-down day, matched giving, a team challenge or a charity-of-the-month appeal.

06

Use your talents

Create a craft sale, music night, art auction or an imaginative challenge of your own.

No event is too small.

Choose something achievable, safe and meaningful to you.

Five steps. One meaningful difference.

01

Choose your idea

Pick a challenge or event that fits your time, skills and community.

02

Make a simple plan

Set a date and goal. Confirm venue, permissions and insurance where needed.

03

Get the giving link ready

Use an approved Hero Paws donation route and tell supporters where their gifts go.

04

Share your why

Tell people why the dogs matter to you. Share your goal and progress.

05

Celebrate and say thank you

Update your supporters, thank everyone involved and send funds to Hero Paws promptly.

YOUR MINI PLAN

Fundraiser / challenge

_____

Date or timeframe

_____

Fundraising target

_____

People who can help

_____

Tell people why it matters.

Your story is what makes people stop scrolling. Adapt these messages with your own details and share them with your friends, family or colleagues.

ANNOUNCE YOUR FUNDRAISER

I'm fundraising for Hero Paws SCIO because service dogs deserve support long after their working lives end. I'm [your challenge/event] on [date]. I'd love your support - every gift helps make a difference. [Insert your fundraising link]

SHARE AN UPDATE

A little update from my Hero Paws fundraiser: we've reached [amount] toward our [target] goal! Thank you to everyone who has helped so far. There's still time to support the dogs who served. [Insert your fundraising link]

SAY THANK YOU

We did it! Thank you to everyone who donated, shared, volunteered or cheered us on. Together we raised [amount] for Hero Paws and the retired service dogs they support. Your kindness means so much.

WHEN YOU SHARE

Use your own photos with permission, tag Hero Paws and link to your fundraiser. Never publish private information about a dog or family without consent.

Make it safe. Make it count.

A little preparation protects you, your supporters, the dogs and the charity.

Permissions first

Check venue and landowner permissions. Public collections may need council licensing.

No doorstep collections

Hero Paws does not permit door-to-door collections. Use approved fundraising routes.

Raffles and food

Raffles, alcohol and food can have separate rules. Check requirements before advertising.

Protect dogs and people

Plan for welfare, safe handling, sensible crowd sizes, accessibility and first aid.

Be clear about money

Keep accurate records, protect any cash, and arrange to send proceeds directly to Hero Paws.

Use our name correctly

Logo, artwork and branded merchandise require prior written permission. See pages 7-8.

READY TO BEGIN?

Be a hero to a hero.

Scan to donate through Enthuse.

Our official Enthuse donation page >

events@heropaws.org.uk

Read the full fundraising guidelines >

Fundraise proudly. Respect our brand.

We welcome people raising money in aid of Hero Paws. Our logo, artwork and identity, however, must be used responsibly and with prior written approval.

THE GOLDEN RULE

Do not reproduce, adapt, print, manufacture, advertise, list, sell, raffle or distribute items using Hero Paws branding or artwork until written permission is granted.

What requires approval?

Using our name, official logos or designs on merchandise, clothing, crafts, banners, flyers, fundraising graphics, online listings and promotional materials.

No alterations without consent

Do not redraw, crop, recolour, combine or modify our logo or existing artwork. Do not copy official designs onto new products or create lookalikes without approval.

Permission is specific

Approval applies only to the agreed final artwork, purpose, products, maximum quantities, sale channels and dates. New designs or extra production require fresh permission.

Be transparent about sales

Tell us the retail price, intended quantities, costs and fees, and exactly how much of each sale or the overall proceeds will reach Hero Paws. Keep records.

IN AID OF / NOT ON BEHALF OF

You may describe an independent, unbranded fundraiser as being 'in aid of Hero Paws SCIO' and link to our official donation page. Please do not imply that you represent Hero Paws, that your event is official, or that products are endorsed by us.

Approval to use a design is not approval for event funding, expenditure or charity endorsement. We may refuse or withdraw permission for future use if its conditions are not met.

07 / APPLICATION FOR BRAND USE

Ask first. Get approval in writing.

Before using Hero Paws branding or creating items to sell, gift, raffle or distribute, send the following details for review.

1 / WHO AND WHY

Your name, organisation, contact email, fundraiser or event name, purpose, and whether you are an independent supporter, business or group.

2 / THE DESIGN & ITEMS

Attach the final artwork or clear mock-up showing exactly how the logo, name, wording and designs will appear. List every item, style, colour and supplier.

3 / MAXIMUM NUMBERS & DATES

State the maximum quantity of each item (including gifts and raffle prizes), production date, sale or use start and end dates, and venues, shops or online platforms.

4 / PRICES, COSTS & CHARITY RETURN

Give the selling price per item, total quantities, production/postage/platform costs, any costs requested from Hero Paws, projected gross sales, and the exact amount or percentage payable to the charity. Say when funds will be transferred.

5 / WHAT HAPPENS NEXT

Email your request and final artwork to admin@heropaws.org.uk. Wait for written approval confirming the products, quantities, dates and conditions. Past approval does not carry over.

Email your brand-use request >

NO APPROVAL = NO PRODUCTION, ADVERTISING OR SALES.

Keep all written permissions and sales records. Request changes before acting.

Choose where supporters give.

Use a charity-linked platform so supporters know who receives the donation. Enthuse is our preferred direct route.

OUR FIRST CHOICE

Enthuse | Hero Paws direct giving

Our official Hero Paws Enthuse checkout accepts donations directly for the charity.

For a personal Enthuse fundraising page, ask events@heropaws.org.uk for the authorised campaign link.

Open Hero Paws Enthuse >

JustGiving | charity fundraising pages

Our JustGiving charity profile lets supporters create pages in aid of Hero Paws.

Select Hero Paws (SC051486), choose your event or challenge, set a target and share the link.

Create a Hero Paws fundraiser >

GoFundMe | charity fundraisers

Choose the charity fundraiser route and verify Hero Paws as the recipient.

Avoid fundraisers paid to a personal account. If Hero Paws is not listed, ask us before starting.

GoFundMe charity guidance >

Before sharing, check the named beneficiary, charity number SC051486 and payout route. Donation Gift Aid does not automatically apply to sales or tickets.

Make it easy to support you.

A compelling story, a clear target and a verified payment destination are more useful than a complicated page.

01

Choose your platform

Start with our Enthuse route. If you prefer JustGiving or GoFundMe, select the verified Hero Paws charity profile.

02

Add your challenge and dates

Give the fundraiser a clear title, an end date and an achievable target. Include a photo you have permission to use.

03

Explain your reason

Tell people what you are doing and why retired service dogs matter to you. Say that you are fundraising in aid of Hero Paws.

04

Check the donation settings

Verify the recipient, any platform charges and whether Gift Aid is offered on eligible personal donations.

05

Share little and often

Post at launch, milestones and after the event. Thank supporters without sharing private donor details.

NEED YOUR ENTHUSE FUNDRAISING LINK?

Write to events@heropaws.org.uk and tell us the event, date and target. The link above is for donating directly; personal fundraising pages may use a separate campaign link.

Make eligible donations go further.

Gift Aid lets an eligible charity claim an extra 25p for each GBP 1 donated by a qualifying UK taxpayer, at no additional cost to the donor.

EXAMPLE

GBP 10 gift + GBP 2.50 Gift Aid = GBP 12.50

Gift Aid can apply

A qualifying person gives their own money freely to Hero Paws, makes a valid declaration and has paid enough UK Income Tax and/or Capital Gains Tax.

Gift Aid does not apply

Generally, to raffle tickets, merchandise purchases, event admission, compulsory payments, or cash raised from sales and paid in as one lump sum.

FOR FUNDRAISERS WITH PAPER SPONSORS

Use the separate Hero Paws Sponsorship & Gift Aid Sheet provided with this toolkit. Each donor must enter their own details and tick Gift Aid themselves if eligible. The form records amounts pledged, amounts actually collected and the date received.

YOUR TAX RESPONSIBILITY

The donor must have paid enough UK Income Tax and/or Capital Gains Tax in the tax year to cover the total Gift Aid reclaimed on all their donations. If not, they may have to repay the shortfall to HMRC.

GIFT AID IS NEVER AUTOMATIC FOR CASH COLLECTIONS

Do not tick Gift Aid for other people, or make a declaration for money collected from a crowd. Keep completed sponsorship forms secure and return them privately to the charity.

HMRC official sponsorship guidance >

More support. Less guesswork.

This pack is designed to sit alongside printable sheets. Use them before, during and after your event.

01

Sponsorship & Gift Aid Sheet

Printable sponsor table with donor-declaration wording, amounts pledged and collected, and the handing-over date.

02

Fundraising Income & Expenses Log

Record cash, card and online receipts, receipts for approved expenditure, totals and transfer references.

03

Event Plan & Safety Checklist

A one-page planning sheet for permissions, venue, first aid, dog welfare, volunteers and safeguarding.

04

Brand & Merchandise Request

A record of the artwork, products, manufacture quantities, dates, prices and written charity approval.

KEEP THESE PRIVATE

Completed sponsor sheets contain personal details. Do not post photographs of them or share the donor list in group chats. Send them only by the approved secure method.

Questions? Contact our fundraising team >

Show clearly what was raised.

Responsible record-keeping protects the fundraiser, the public and the dogs whose care depends on the donations.

Before

Set a target; agree any expenditure in writing before committing the charity; choose how money will be collected.

During

Keep cash safe; use numbered receipts if appropriate; keep card/online platform confirmation and a simple income log.

After

Count totals with another person where practicable. Keep receipts and transfer the proceeds promptly using the charity-approved route.

Report back

Provide gross income, approved costs, net amount paid to Hero Paws, event dates and a payment reference for reconciliation.

No fundraiser is authorised to spend Hero Paws funds, commission merchandise, or claim official charity representation without written approval.

HERO PAWS SCIO / SC051486

Sponsorship & Gift Aid Sheet

Print and ask each sponsor to enter their own details. One sheet per participant.

Fundraiser / participant _____

Challenge / event _____

Event date _____

GIFT AID DECLARATION - READ BEFORE TICKING

By ticking the Gift Aid box against my name, I confirm that I want Hero Paws SCIO to treat my sponsorship donation on this sheet as a Gift Aid donation. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, I am responsible for paying any difference.

No.	Sponsor full name	Home address (including house no./name & postcode)	Pledged GBP	Paid GBP	Date paid	Gift Aid tick
1						☐
2						☐
3						☐
4						☐
5						☐
6						☐
7						☐
8						☐

Gift Aid is for eligible personal gifts, not payment for goods, tickets or benefits. Special rules apply to sponsored events where the participant receives a benefit.
Keep this sheet secure: it contains personal information. Send it privately to Hero Paws, not via social media or group chats.

Total sponsorship collected (GBP) _____

Date funds handed to Hero Paws _____

Payment / transfer reference _____

Fundraising Income & Expenses Log

Keep a clear audit trail. Do not deduct expenditure unless Hero Paws agreed it in writing.

Event / fundraiser

Organiser and date

Record gross donations and sales income, each expense, receipts, and any platform fees. Costs should be funded by the organiser unless agreed in advance. Gift Aid is not part of ordinary cash income and must not be counted twice.

Date	Type / method	Description / source	Income GBP	Expense GBP	Receipt / ref.

Total income GBP

Approved expenses GBP

Net to Hero Paws GBP

Transfer date / ref.

Reconciliation: gross income - approved expenses = net transferred. Provide receipts and transfer confirmation to Hero Paws.

HERO PAWS SCIO / SC051486

Event Plan & Safety Checklist

An organiser checklist for safe, lawful and responsible fundraising.

Event / activity

Date and venue

BEFORE YOU ANNOUNCE

- [ ] Agree the purpose, target, date and organiser contact details.
- [ ] Check if the event needs Hero Paws written approval or branded materials.
- [ ] Obtain venue / landowner permission and check local council licensing.
- [ ] Check insurance, accessibility and who is responsible for first aid.
- [ ] Confirm any raffle, alcohol, food or trading rules before advertising.

PEOPLE, DOGS & SAFETY

- [ ] Identify risks, emergency access, weather and a cancellation plan.
- [ ] Brief volunteers; set clear roles and a safeguarding contact.
- [ ] Provide drinking water, shade and quiet areas if dogs are attending.
- [ ] Plan appropriate dog handling, separation and hygiene measures.
- [ ] Protect donation cash, boxes and personal information.

PROMOTION & MONEY

- [ ] Use Enthuse first; verify the charity beneficiary on any platform.
- [ ] Get written logo / merchandise approval before advertising or production.
- [ ] Be clear whether payments are donations, tickets or product purchases.
- [ ] Keep an income / expenses log and only incur pre-approved charity costs.
- [ ] Thank supporters; securely transfer funds and return records promptly.

Independently organised events are not automatically insured, endorsed or run by Hero Paws. Do not undertake doorstep collections. If in doubt, pause and ask the charity before proceeding.

Brand & Merchandise Permission

Application only - this form is NOT authorisation to use Hero Paws intellectual property.

Never print, alter, sell, advertise, distribute or commission items using Hero Paws branding until the charity has issued written approval.

A / ORGANISER DETAILS

Your name / organisation

Email / phone

Event / fundraising purpose

Event start date

Event end date

B / PROPOSED BRAND USE

- ☐ Logo / charity name on publicity
- ☐ Merchandise or products
- ☐ Artwork alterations / adaptations
- ☐ Online advertising / sales

Attach final artwork or mock-up (filename / description)

Products / materials, sizes, styles and colours

Supplier / printer / manufacturer

C / SALES AND DISTRIBUTION

Where items will be sold / distributed

Sales channels / URLs / location

Production start date

Sales / distribution end date

Continue to page 2 for quantities, pricing, expenses, charity return and the written approval record.

Brand & Merchandise Permission

Continue your application. Do not start production or public sales before approval.

D / PLANNED QUANTITIES AND FINANCES

List each product separately. Include free items, gifts and raffle prizes in maximum quantities.

Product / artwork	Max. quantity	Selling price	Cost / item	Charity share

Projected gross sales GBP

Projected total for Hero Paws GBP

Expenses / fees requested from charity

Planned donation payment date

How and when income / sales figures will be reported

E / APPLICANT DECLARATION

I understand that Hero Paws may decline or limit any request. Permission is specific to the approved design, purpose, quantity, supplier, channels and dates; changes require fresh written approval. I will not imply that my activity is an official Hero Paws event unless explicitly agreed.

Applicant name and signature

Date

FOR CHARITY OFFICE USE ONLY - WRITTEN APPROVAL REQUIRED

Decision: [ ] Approved with conditions [ ] Declined [ ] Further information needed

Approver / date / permission reference: _____