

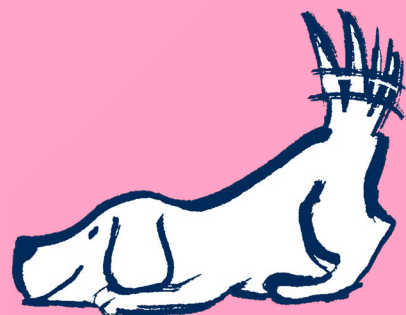
In aid of



**Guide
Dogs**



Guide Dogs Puppy Appeal Champion



Training life-changing dogs, with your support

Why we need your support

Every six minutes someone starts to lose their sight in the UK.

Living with sight loss can be incredibly difficult. Without the right support, people can be left feeling alone and isolated. From their friends and family, careers and communities, from the world they knew and the lives they planned.

But our dogs transform the lives of people with a vision impairment; being partnered with a guide dog reduces loneliness and enables people with sight loss to get out and live the life they choose.

The guide dog service receives no government funding, we rely on donations to continue our life-changing work. Every pound you raise as a Guide Dogs Puppy Appeal Champion will make a difference.



This year 1,300 puppies will start their journey to become a guide dog.

And we need your help to turn these pups into partnerships.



Your role as a Champion

Get ready to take on the challenge of inspiring fundraising in your community for the Guide Dogs Puppy Appeal!

You could fundraise by:

- Organising a fundraiser at your work, school, community group or a local business.
- Visiting shops, businesses, or community spaces and encouraging them to fundraise by having a Guide Dogs Puppy Appeal fundraiser.
- Rallying a team of friends, family, or colleagues to donate an hour of their time to support a Guide Dogs organised fundraising event in your local area.

Your role includes:

- Contacting locations in your area to get them involved and drop off their fundraising packs.
- Supporting the locations or doing your own fundraising activity.
- Co-ordinating paying in the money raised once the fundraising is complete.

Training and support

We're with you all the way! You have a designated member of our team on hand to answer any questions you may have throughout your time fundraising with us.



Pups to partnerships

By fundraising as a Guide Dogs Puppy Appeal Champion, you will be helping create even more guide dogs. From adorable, cuddly newborn pup, to finally being matched with someone with sight loss – each puppy's journey is unique and inspiring.

0 – 8 weeks

Pregnancy and birth

The journey starts in Leamington Spa with our breeding dog volunteers who provide a loving home to one of our guide dog mums and support her as she gives birth to her litter of very important puppies. During this critical phase, they're immersed in early socialisation, becoming accustomed to various people, sounds, smells, textures, and home environments, both indoors and in the garden.



8 weeks

Puppy raising

Our pups transition to the care of our volunteer puppy raisers across the UK. Here, they're carefully introduced to the world around them, experiencing all the different sights, sounds, smells, and situations that will help them become confident young adults. They learn vital practical skills, master essential cues, and most importantly, build positive relationships with the people in their lives.

14 months

Formal training

Training begins at one of our regional centres where we use positive reinforcement to give our dogs the skills, experience, and confidence for their future. They are cared for by our volunteer fosterers who drop them off at Guide Dogs school each day and provide lots of playtime and downtime in the evenings and weekends.





24 months

Creating new partnerships

We carefully match the right dog to the right person, including factors such as the environments the dog will work in and the lifestyle of the person they are being matched with. Once a suitable match is created, they will begin 5 weeks of class training together and learn everything needed to be a successful partnership.

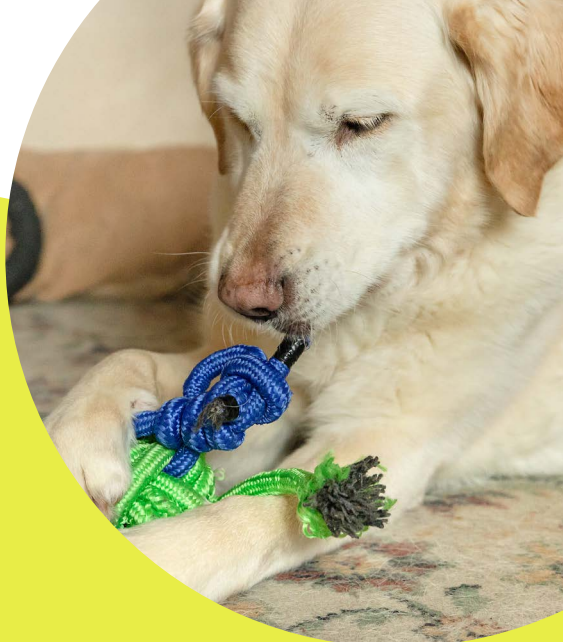
Life as a guide dog

Our dogs transform the lives of people with sight loss giving them the confidence to get out and about safely every single day. In return, we treat our dogs as respected partners – making sure they have a great quality of life, enjoying their work, and having time off to just be a dog. We continue to support for the whole lifetime of their partnership and are always on hand for help and advice.



Retirement

We start preparing for retirement when a dog is around eight years old, but they may not retire for a few more years and the timing is on a case-by-case basis. These important conversations factor in the dog's health and wellbeing but also how the guide dog owner will continue with their mobility when the partnership ends, whether they plan to apply for a new dog, or work on other mobility skills like using a long cane. Many dogs remain with their owner and their family as a pet, but this isn't always possible, and we will then find the right home where they can enjoy their retirement.



Did you know?

We generally have two main breeds, Labradors and golden retrievers, which we cross to gain the best characteristics of each breed. These make up almost 80 per cent of our dogs. We also have German shepherds, curly coated retrievers and labradoodles.

Top Champion tips



1 Plan

Where in your local area could be interested in supporting Guide Dogs? We'd recommend asking places you have a connection to; maybe someone you know works there, you use the business regularly, or are part of the business yourself.

This could include:

- Schools
- Local shops
- Social clubs
- Cafes or pubs
- Hairdressers or beauty salons
- Vets, dog groomers or pet shops

Our team are on hand to help you plan your fundraising – get in touch with your Community Fundraising team member if you need support or advice to secure those venues.



Book a collection and rally a team of friends, family, or colleagues to donate an hour of their time to support a Guide Dogs organised fundraising event.

Visit [guidedogs.org.uk/hour](https://www.guidedogs.org.uk/hour) to see the available slots in your area.



Don't worry if a location says no – often they have charities they are already supporting. Keep trying your local contacts and even if it's a no for October, it could still inspire them to support Guide Dogs in the future.

2 Getting your community involved

Contact the locations in your area to get them involved. We'd recommend visiting in person, but you could also contact them via phone, email, or social media.

You'll need to:

- Introduce yourself as a Guide Dogs Puppy Appeal Champion.
- Explain the importance of the Guide Dogs Puppy Appeal and that you are fundraising to help train more life-changing guide dogs.
- Ask if they'd be willing to support by fundraising during October. You might have to give them some ideas about how they could get involved:
 - Organising a fundraiser such as a collection and asking customers or visitors for donations.
 - Wearing it bright for a day – just like the colours on our iconic guide dog harnesses.
 - Using a puppy sweepstake game including a free cuddly guide dog toy as the winning prize.

Some locations might need to think about whether they can support your fundraising. Agree to leave your contact details, or a time to go back and discuss fundraising in more detail.

Not an existing Guide Dogs volunteer?

We'll send a proof of fundraising letter, t-shirt, and wearable dog ears to make sure everyone knows you are part of our pack.



3 Order your fundraising packs

Once you've secured some locations in your area, get in touch with your designated member of the Community Fundraising team who can co-ordinate sending the postal fundraising packs or digital fundraising tools you need.

For each location, we'll make a bespoke fundraising pack which could include:

- Information about the difference fundraising for Guide Dogs makes.
- Posters, bunting, and other promotional tools to showcase their fundraising plans.
- Bucket labels, jam jar labels, cardboard coin collectors or money boxes to help collect donations.
- Puppy sweepstake game including a free fluffy guide dog toy as the winning prize.

It can take up to **10 working days** to receive a postal fundraising pack – please factor this in when discussing fundraising plans and co-ordinating dropping off the packs in advance.

Free cuddly toy colour, breed or size may differ.



You can also access all our digital fundraising tools now at guidedogs.org.uk/fundraisingpack

4 On the day

It's time to have some fun fundraising!

Depending on how many locations you have got involved, you may choose to join in the fun, but this isn't essential. Your role is to inspire them to make a difference, you don't need to be there helping them fundraise.

We'd love to see their fundraising pics – be sure to encourage them to tag Guide Dogs UK on social media!



5 Pay in the funds raised

It's time to collect the money you helped raise and send it to us.



Via our website

Pay your total in online at guidedogs.org.uk/payin



By card

Call us on **0800 953 0113**.

Make sure to tell us you're paying in fundraising and quote your fundraising reference included on your pack welcome letter.



By cheque

Send a cheque made payable to '**Guide Dogs**' to **Guide Dogs, Hillfields, Burghfield Common, Reading, RG7 3YG**. Remember to include your details and fundraising reference on the back of the cheque.



At the bank

Pay in at Barclays with the paying in slip included on your pack welcome letter. Or make a transfer from your own account using our banking details:
Sort code 20-65-82 Account 43870731. Please include your fundraising reference in the payment reference section.



JustGiving

Lots of people no longer carry coins. Go cashless with an online fundraising page and QR code that can be scanned to donate.

1. Create a fundraising page via justgiving.com/campaign/guidedogspuppyappeal
2. Create a QR code. If the page is justgiving.com/fundraising/MrFundraiser simply add '/qrcode' at the end and click enter.
3. Print copies of the QR code that you can give to each location to place next to their Guide Dogs money box, or stick to their fundraising poster.

Do your supporters want to pay directly to Guide Dogs?

We recommend a bank transfer. Provide them with your fundraising reference to include in the payment reference section when they create a bank transfer.

Our Barclays bank account details are:
Sort code: 20-65-82 Account: 43870731

Please include your fundraising reference in the payment reference section.



Get in touch if you have any payment queries – we are here to help!

Saying 'thank you'

We rely on fundraising to provide our life-changing services and it is important we thank everyone involved in helping us raise life-changing funds.

Use our template printable certificates or posters to say thank you to each location so they can display the amount they raised with pride.

Collect their donations – once their week or month of support is over, pay in the money you raised at guidedogs.org.uk/payin



Our thanks to you

When you pay in the funds you raise as a Guide Dogs Puppy Appeal Champion, you'll receive an exclusive invitation to see behind the scenes at Guide Dogs.

Events are held throughout the year at our National Centre in Leamington Spa. You'll have the opportunity to be invited to a behind the scenes day that includes a tour of where we breed our pups, demonstration of how our dogs are trained and the chance to meet a guide dog partnership to hear first-hand the difference your fundraising makes

*Please note this opportunity is only available to Guide Dogs Puppy Appeal Champions and is not available to locations supporting your fundraising.





Taylor was two years old before she was diagnosed with her eyesight condition, a rods and cones dystrophy called Leber congenital amaurosis, which meant that she was missing 90% of the rods and cones in her eyes.

"I always describe it as having a team of workers and only having ten as opposed to 100. So that kind of means that certain messages get through and certain messages don't like my depth perception. That's why I have a cane or a dog, because I can't tell how deep steps are or how far away things are so everything looks completely 2D, everything's totally flat."

When Taylor was paired with golden retriever Labrador cross Jilly, she said "I went on my matching walk with the beautiful Jilly, I felt my world change. I walked faster, stood taller and couldn't stop smiling at her."

“

Our partnership fills me with such hope and excitement because we are already a dream team.

”

Taylor, guide dog owner

We're with you all the way

Our team of expert fundraisers across the UK are on hand to make your fundraising a success.

We can help with:

- Fundraising advice and support.
- All the fundraising tools you need for your Champion role.
- Any questions you may have about Guide Dogs.
- Advice about future fundraising opportunities and more ways you can help.



Keeping it safe and legal

We want all our supporters to stay safe and legal when fundraising for Guide Dogs. Find out more at:
guidedogs.org.uk/fundraisingpack

Get in touch

Our team are available Monday - Friday
9am to 5pm.

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