



Guide Dogs 90 Appeal: Celebrating 90 years of life-changing services this October

The annual Guide Dogs Appeal is back again this October and is linking with our 90th anniversary celebrations.

What is Guide Dogs 90 Appeal?

Our annual Guide Dogs Appeal takes on a special theme this year to coincide with our 90th anniversary. We will be celebrating 90 years of Guide Dogs by asking people to take on a 90 themed fundraising activity - as an individual or group.

Key messages to the public

- This October join thousands of people making the Guide Dogs 90 Appeal their own! Walk 90 km, play 90 minutes of charity football, wash 90 cars, or bake and sell 90 cakes. However you want to raise money, your support will mean we can help people with sight loss now, and for the next 90 years.
- Guide Dogs celebrates its birthday on 6 October, but you can hold your fundraiser any time that suits you.
- People with sight loss are likely to encounter unemployment, depression, loneliness, and financial insecurity. But by supporting the Guide Dogs 90 Appeal you can help people with sight loss live the life they choose.
- By raising £90 your £90 could pay for an afternoon of a guide dog's training. Your donation can help us to train the next generation of guide dogs so we can be here for people with sight loss, now and in the future.
- Find out more and register for your free fundraising pack at guidedogs.org.uk/appeal

How do people get involved in the appeal?

The Guide Dogs 90 appeal landing page on the Guide Dogs website will be live from the end of August: guidedogs.org.uk/appeal



Supporters will be able to register via this website for a free postal fundraising pack filled with lots of ideas and resources to support their 90 themed fundraising activities.

Fundraisers can take on any 90 themed activity they choose, but we've come up with our top fundraising ideas to get everyone started:

Walk 90

Whether you're a regular rambler or more of an ambler, raise funds at your own pace by walking 90km throughout October. This is a great way to get the whole family doing something active together for a great cause. Why not team up with your dog and take on our walking challenge together?

This fundraising activity is entirely through Facebook with the opportunity to join our [90km for Guide Dogs Facebook group](#) to share your photos and updates. Supporters who register on the group and set up a Facebook fundraiser, will receive a free Guide Dogs bandana to wear on their walk.

If you aren't on Facebook or would prefer to organise a walking fundraiser offline, we recommend using our sponsorship forms. Please note, we are unable to send bandanas to any fundraisers not on Facebook, but you would be eligible to claim a limited-edition Guide Dogs 90 pin badge. Full terms and conditions apply. Find out more at guidedogs.org.uk/appeal or contact the fundraising team on **0345 143 0192**.

Bake 90

If you learned to bake or perfected your skills during lockdown, why not use your talent to turn cakes into cash with some guide dog themed baking? Whether selling in person or online, use our printable suggested donation labels for your doggy themed treats. Host a bake sale, offer doorstep delivery, or go all out with your own bake-off challenge. Don't forget to snap and upload a photo of your guide dog bakes using the [#GuideDogs90](#) hashtag to be in with a chance of being crowned our own star baker!



Celebrate 90

It's about time we all got together again for a party, and what better reason than to celebrate Guide Dogs! Get your 90s rave outfits on and the glow sticks out or travel back 90 years for a 1930s themed bash. Whether inviting 9 people, or 90, we've got lots of tips to make your throwback theme come to life for your guests. If you're more glamour than grunge, why not host a glittering dinner party with thirties fancy dress. You could channel your inner Poirot and hold a Murder mystery, or maybe cocktail hour is more your thing? Or keep it classy with an afternoon tea party with tunes from the thirties.

Do 90 your way

And the ideas don't stop there. Whether you are fundraising on your own, as a group, at work or school - our new Guide Dogs 90 appeal fundraising page and 12-page guide shares even more ideas and tips for a whole range of fundraising audiences. Learning about our history with kids, hosting a Guide Dogs history quiz, donating your birthday this October - if everyone is having fun and raising money for Guide Dogs, anything goes!

Incentives

This year we've decided to encourage even more people to pay in their life-changing funds with some limited-edition incentives:

Individuals

Individual fundraisers who bank their fundraising from the Guide Dogs 90 Appeal activities will receive one of our limited-edition 90-year pin badges. [Read full terms and conditions via our website.](#)

Groups

Any group, organisation or school who bank their fundraising from the Guide Dogs 90 Appeal activities will be eligible to be entered into a prize draw to win an in-person visit from our 90th year puppy - Flash!

Please note: Fundraisers taking part in our 90km walk challenge through Facebook are not eligible for the prize draw or pin badge as their incentive is the Guide Dogs 90 bandana. For full T&Cs on all incentives visit guidedogs.org.uk/guide-dogs-appeal/terms-and-conditions/

Resources

Our Guide Dogs 90 Appeal fundraising resources will be available from the start of September, a few potentially sooner and we will update you as items become available. They will be accessible via:

- Your regional Community Fundraising Supporter Care contacts
- Facebook Sharing Ideas page
- VIP (Volunteer Information Point).

Resources for 3rd party fundraisers

Our Guide Dogs 90 Appeal fundraising resources include everything fundraisers need to take on their 90 themed challenges.

Fundraising Hard Copy Pack:

- 12-page fundraising brochure
- Pledge poster
- Challenge calendar
- Sweepstake
- People paw edible cake toppers
- Bunting sheets
- Sponsorship forms
- Thermometer poster
- Fluffy dog ears
- Money box.

Downloadable resources:

- Editable poster
- Editable invitations
- Editable tickets
- Donation tent cards
- Bake off score cards
- Celebrity recipe cards
- Cake flags
- Guide Dogs 90 history quiz round
- Profile frames
- Zoom backgrounds

Resources for schools

We've created two new history learning resource packs in both English and Welsh language:

- Key Stage 1 and 2 for ages 5-11
- Key Stage 3 for ages 11-14



Each pack has engaging activities that cover the history of Guide Dogs and encourages young people to:

- Learn about timelines and the history of training dogs as guides
- Discover the history of Guide Dogs through reading and writing activity
- Take part in group discussions about why Guide Dogs started and what life was like in 1931 compared to the current day
- To carry out written activity about Guide Dogs and create a newspaper article.

Resources for volunteers

In addition to this toolkit, there are resources available to volunteers, all with the appropriate logo:

- Guide Dogs Appeal overview and webinar
- Promotional A5 flyer that can be displayed as a mini poster
- Promotional social media resources including images, banners, profile frames etc
- Press releases
- Editable posters
- Editable invitations
- Email signatures
- Sweepstake
- Bunting
- Tickets.

Add your **Guide Dogs 90 profile frame on Facebook** now.

Promotional work

We are working with the communications and digital teams to get as much coverage as possible for the Guide Dogs 90 Appeal.

To celebrate the 90th anniversary of our first guide dog partnership in 1931, Guide Dogs is releasing an exclusive collection of celebrity photographs taken by the iconic Andy Gotts. 23 celebrities will have had their professional photos taken with their dogs and we will be releasing these images on 6th October - our actual anniversary date and we will be encouraging supporters to get involved with sharing their own #GuideDogs90 photos of themselves celebrating 90 too.



Throughout September and October, we will be running paid advertisements through Facebook to encourage the public to get involved. We will also have organic content across all brand social channels including Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube. We are also working on traditional media opportunities too, to help us reach even more audiences.

Look out for any of our promotional work and be sure to share it with your networks.

How Can I Help Promote the Appeal?

There is lots you can do to help promote through your local channels. We've created some useful templates and tips to help you get started:

- Promote Guide Dogs 90 Appeal to everyone!
- Contact your local media and send our press releases to help spread the word.
- Share Guide Dogs appeal template posts and updates on your local social media channels.
- Update your social media with Guide Dogs Appeal 90 imagery and let all your friends know you are supporting us.
- Hand out flyers at meetings and events, utilise your contacts and even ask your team to send them out with any letters being mailed.
- Pop up posters wherever you go; organisations, businesses, libraries, supermarkets.
- Get involved with your own Guide Dogs 90 appeal activity and have some fun - the more creative the better!
- Share your appeal events, photos, and stories on social media and with local press contacts.

Get in touch

Thank you for your support in helping make Guide Dogs 90 Appeal a success. If you do have any questions, please get in touch on **0345 143 0192** or email guidedogsappeal@guidedogs.org.uk

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