

Guide Dogs Fundraising Product Guide

Name a Puppy (NAP)

One of our most popular fundraising initiatives is Name a Puppy, fondly referred to as NAP. This is where an individual, group, schools or organisations choose to give a guide dog puppy something truly unique: their name, and be a part of their story. There are 4 levels for supporters to choose from : Name for £2,500, Raise £5,000, Train £10,000 and Transform £50,000. Whichever level they choose they get exclusive insights into the world of Guide Dogs and see how the young pup progresses through training as they aspire to become future life-changers. The level they choose will determine the level of personalisation and amount of ‘pupdates’ and interaction with the pup they can choose to receive.

Charity of the Year

A range of companies, groups and schools, as well as sometimes individuals, choose a charity to support for a full year or part of a year. They focus their fundraising activities on their chosen charity during that period. Many raise funds towards Name a Puppy, but not all. If you are aware of a Charity of the Year relationship or opportunity, please let your volunteer manager know.

Puppy Graduation Scheme

Raise £500 to achieve our Puppy Graduation Pack. Schools and youth groups will receive a Puppy Graduation Pack celebrating the qualification of three guide dogs. The pack follows their journey from pup to graduate partnership. The pack includes a class year book journaling the story of each pup, a scrap book with behind the scenes photos of their training, three graduate posters, a large partnership poster and a thank you certificate. The pack also includes the chance to win a visit from our dog demonstration team. The £500 total buys off-to-school training kits for five guide dog puppies to become life-changers. Schools and youth groups can register their interest at learning@guidedogs.org.uk and get bespoke support to achieve this goal and receive their pack of puppy-themed



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goodies. One class of 3 new graduates is released every year in January.

Fund Race

Fund Race is a fun and simple way for schools and youth groups to raise money for Guide Dogs. Fund Race is a sports day track race challenge with a twist - every participant is blindfolded and uses a rope or partner as their guide. Each school/group receives a pack with activities to learn more about sight loss and an assembly about inclusion. The pack also includes inspiring videos of young people sharing their lived experience of sight loss. All children should be able to take part in every part of school.

Gifts in Wills

Nearly two out of three of our life-changing guide dogs are funded by the gifts that are left in Wills. Leaving a gift in your Will helps us provide guide dogs of the future, as well as expand other services such as My Sighted Guide, so thousands more people can lead confident, independent and fulfilling lives.

Fundraise With Us

Whether supporters are in a group or going solo, joining one of our readymade events or doing their own thing, they can get involved today, their way. They can do something fun for Guide Dogs and help us transform lives, whether it's a sponsored silence, family fun day or organising a dress down day. Fundraise any day, in any way, and change lives forever.

Make Every Cuppa Count

When you host a tea party, coffee morning or bake sale fundraiser for Guide Dogs. Small or large, at home, work or school - every penny raised will go towards helping us provide life-changing services. The main campaign focuses on the third Friday in April, but supporters can host their fundraiser any time they like. If there's a better excuse to get together over a cuppa and cake, we haven't heard it!

Sponsor a Puppy

Sponsor a guide dog puppy is a scheme for individuals to follow. From just £1 a week, and watch them grow from a six-



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week-old bundle of fur to a fully-qualified guide dog. It's a great way to support Guide Dogs, and every puppy's journey is unique.

In memoriam fundraising

Tribute Funds - an ongoing fund set up to celebrate the life of a loved one.

Collection Boxes and Life Size Dogs

Our iconic collection boxes in shops and businesses raise vital funds for Guide Dogs.

Sports and Challenge Events

From completing the London Marathon to a local fun run, tandem parachuting or conquering Kilimanjaro. Guide Dogs can help make your dream come true.

More information: www.guidedogs.org.uk/how-you-can-help

End



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Guide Dogs is a working name of The Guide Dogs for the Blind Association. Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG. A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (209617), Scotland (SC038979) and Isle of Man (1334).