



Suffolk Central Branch
Registered Charity No.206269



Sunday 23rd June 2024

FUNDRAISING PACK

Thank you!

Firstly, thank you for taking part in the Down Dog 200 Challenge in 2024 and going the extra mile to raise funds for our Dog Sensory Garden project.

In this pack you'll find helpful information about the event and tips on how best to promote yourself to gather sponsors, together with other fundraising ideas.

If you have any questions, please reach out to our team on fundraising@rspca-suffolkcentral.org.uk





What you need to know

Thank you for taking part in the Down Dog 200 Challenge in 2024! The challenge is to get 200 people to come together for a fun, but challenging yoga session including downward facing dog (or puppy) yoga poses!

The challenge will be led by Kate Sheppard of Yoga Felixstowe and Katharine Lawrence of Ashtanga Yoga Ipswich, both experienced yoga teachers, who have crafted a session that will include a variety of sequences designed to provide an engaging session for all experience levels! The event will include a lovely relaxation session at the end for you to enjoy a well-earned rest.

The session will last approx. three hours, including registration, a gentle warm up, the yoga challenge and post-yoga relaxation.

Date: Sunday 23 June 2024

Time: 10am-1pm

Location:

Corn Exchange

King Street

Ipswich, IP1 1EG



FAQs

Do I have to be fit?

This is a physical challenge where you will be required to move in and out of postures for. This will include moving up and down from the floor to a standing position. A certain level of physical fitness, mobility and stamina will be required.

What do I need to wear/bring on the day?

Please wear comfortable exercise clothing to allow for a wide range of movement such as leggings, t-shirts and a hoodie/jumper to keep warm during the relaxation element at the end of the session. You should bring your own yoga mat and a bottle of water to ensure you keep hydrated during the session

How should I prepare?

If you have not done any yoga before, try and get to a beginners class ahead of the event - this will help you feel more confident on the day. Kate has produced online video guides to the

downward dog yoga pose that you can practise at home before the event, together with other short sessions to help build up your fitness levels. These can be viewed here

 www.youtube.com/@yogafelixstowe3139

Do you have any other tips?

- You are responsible for your own safety on the day. If you need a rest during the session, rest!
- Please be well hydrated.
- Do not undertake the challenge if under the influence of alcohol or drugs.
- Avoid eating one hour prior to the session if possible.





Other ways to take part

It doesn't even matter if you can't make the event day at the Corn Exchange, there are plenty of ways you can still complete the challenge, how about doing 200 downward dogs in your own time?

Do 200 downward facing dogs in your own time at home

- You could do 10 Downward dogs a day throughout June
- Get friends and family together for a couple of evening or weekend sessions to complete your 200 downward dogs

Ask your workplace if they will participate

- You could do a mini session each Friday across June for everyone
- If your company provides yoga sessions for your wellbeing, ask if the sessions could be tailored to complete the Challenge across the month
- Put on dedicated yoga sessions/classes and invite your employees and customers to get involved

Are you a teacher or work at a school?

- Could the Challenge be run across existing yoga or PE classes?
- You could put on after-school sessions to complete the Challenge

Do you go to a yoga class or are a yoga teacher?

- Speak to others in your class to see if they want to take part/attend the event
- Incorporate the challenge into your classes throughout June or put on special challenge classes for those interested





Our friends at Studio Flex are offering 50% off their TRYFLEX package.

This will give you your first 3 classes for an amazing £16.50 instead of the usual £33!

Use promo code **DOWNDOG200** at checkout at www.studioflex.co.uk

Classes include Flow, Hot or Aerial Yoga - giving you the perfect opportunity to train for the Down Dog 200 Challenge! Offer available to new customers only.

Available until 30 June 2024.



JustGiving®

Just Giving is a quick and easy way to collect your sponsorship money and promote your fundraising efforts.

Setting up your JustGiving page is easy. Simply click this link <https://www.justgiving.com/create-page> and follow the instructions below:

- Enter your details/create an account.
- Ensure you select 'RSPCA Suffolk Central Branch' (registered charity number 206269) as the recipient of your fundraising.
- Select that you are 'taking part in an event' and search for 'Down Dog 200 Challenge' (23 June 2024)
- You can set your own fundraising target! We are asking you to try and raise £200 for the 200 Downward dogs in our 200th anniversary year, but we are grateful for ALL additional fundraising contributions.
- You will then be asked to share a few sentences about why you're raising money.

If you'd like help with any copy or imagery to use on your fundraising page, please contact our team on fundraising@rspca-suffolkcentral.org.uk

Don't forget to tick the box for us to stay in touch - we can then let you know about any future events, rehoming news and branch updates!



Fundraising tips

Post regular updates - how much do you still need to raise? How is your training going? How are you preparing? Are you doing this in memory of a special pet?

Ask your employer to match what you raise - many companies have a scheme in place for this purpose.

Hold your own fundraising events such as a cake bake or afternoon tea, quiz night or bingo session! You could also run a raffle, sweepstake or hold a silent auction.

Put up posters at work.



Posting photos or videos is proven to increase donations.

Ask your family, friends, colleagues, fitness buddies and other contacts to sponsor you for this fantastic challenge.

Encourage people to join the challenge with you - often they will sponsor you instead!

Share the event/sponsorship appeals regularly on your social media with the JustGiving link. Timing these around payday can help.

What are we raising money for?

Your support will help us create a Dog Sensory Garden at our Martlesham Animal Centre to enrich the lives of rescue dogs in our care and provide a calm, safe space for behaviour training sessions. By fundraising for our new garden you will help to give every dog the best chance of finding a forever home as quickly as possible, and make their time with us more enjoyable whilst they wait.



Benefits for our Dogs

- The Garden will help reduce stress in rescue dogs and provide a valuable training space to help them on their rehoming journey.
- The dogs will enjoy stimulation of all their senses, with different textures, smells and sights planned into the garden.
- When the weather is too hot for walks, or on rainy days, the Garden will provide a cool and shaded space for the dogs to enjoy stimulating outdoor activities.
- Solid fencing will prevent distractions and triggers that may cause anxiety, aiding with behavioural training.

Benefits for People

- The Garden will offer a respite space for staff and volunteers. They are frequently exposed to upsetting experiences and are vulnerable to compassion fatigue. The Garden will give them a space to rest and recharge in private, aiding their mental well-being.
- We plan to make the garden available to hire to the general public to provide a safe space for them to train or interact with their dogs.
- We want to engage our local community and have plans to include a memorial area, to invite local artists to decorate the space and it will provide great volunteering opportunities.



Watch our video  <https://vimeo.com/915924004>

About us

The RSPCA Suffolk Central Branch exists to help animals in need in our local area, through rehoming, rehabilitation and provision of services such as veterinary care, neutering, microchipping and advice.

We are a separately registered charity from the National RSPCA and we are self-funded through our own income generation and fundraising efforts.

It is a love for animals that keeps our branch running. Our team of passionate, committed staff and volunteers strive to do everything we can.

Together with our incredible supporters, here is what we achieved for pets in 2023:

- Over 300 animals found safety after being welcomed into our Martlesham Animal Centre.
- 295 animals were rehomed.
- 2,355 animals received veterinary care through our clinic and voucher scheme.



2024 is a big year for the RSPCA

The RSPCA is celebrating its 200th anniversary in 2024, with lot of of events and activity planned to help raise brand awareness and attract new supporters.



Our impact

Thanks to RSPCA Suffolk Central, each year nearly 3,000 more animals enjoy a safe and happy life.

After suffering from abuse, abandonment, or neglect, rescued animals are nurtured back to health at our Martlesham Animal Centre (MAC). Housing up to 100 dogs, cats, birds and small furrries at any one time, the dedicated MAC team builds a personalised recovery and development plan, for each animal, helping them overcome their ordeal in a way that meets their individual physical and behavioural needs.

The animals in our care are given as much time and support as they need until they are ready to find a loving home of their own.

In the community, over 2,500 pets every year live a healthier life thanks to our clinics and welfare assistance schemes. Supporting low-income families with neutering, microchipping and veterinary treatments, our clinics and vouchers ensure every animal has the opportunity to stay in their family home and benefit from the essential expert care they both need and deserve.





Good luck & thank you!