



WILD *at* HEART
FOUNDATION

Fundraising Pack

Your guide to raising money
for stray dogs in need

Believe in Dog

Nikki Tibbles founded Wild at Heart Foundation in 2015 with one ambition: to compassionately reduce the world's 675 million stray dog population. We are dedicated to working closely with our global project partners to facilitate sterilisation, education and welfare programmes to achieve this goal.

Our Vision

75% of the global dog population do not have an owner to care for them. Wild at Heart Foundation wants to end the suffering and improve the wellbeing of vulnerable stray dogs across the world; to make real and lasting change and to help abandoned and unloved dogs receive the care they deserve.



Nikki Tibbles, Wild at Heart Foundation Founder

Our Ethos

Wild at Heart Foundation believe that each and every dog deserves the chance to live a healthy, happy life, free from the threat of pain, suffering, cruelty or neglect. We champion compassion and collaboration; we believe that there is a power in kindness and community, and that by working together towards a common goal, we can help make the world a better, kinder place.

Our Strategy

Sterilisation

Sterilisation remains the single most effective and compassionate method of controlling the stray dog population.

Without intervention, 1 female dog and her litter of puppies could result in 67,000 more homeless dogs living on the streets in just 6 years.

We are proud to make sterilisation an integral part of our mission and to date, almost 33,000 dogs have been sterilised as part of our global programme.

Welfare

Every single day, an estimated 1.2 million puppies are born, but tragically 80% will die before reaching adulthood.

Wild at Heart Foundation works closely with global project partners to provide vital financial support, ensuring that abandoned, unwanted and vulnerable stray dogs receive the care they deserve and the opportunity to thrive, not just survive.

This funding supports vaccinations, sterilisations, general veterinary care, food and shelter for dogs without a home. Our support makes a real difference to dogs of all ages, some of whom have waited a lifetime to experience kindness and safety.

Did you know?

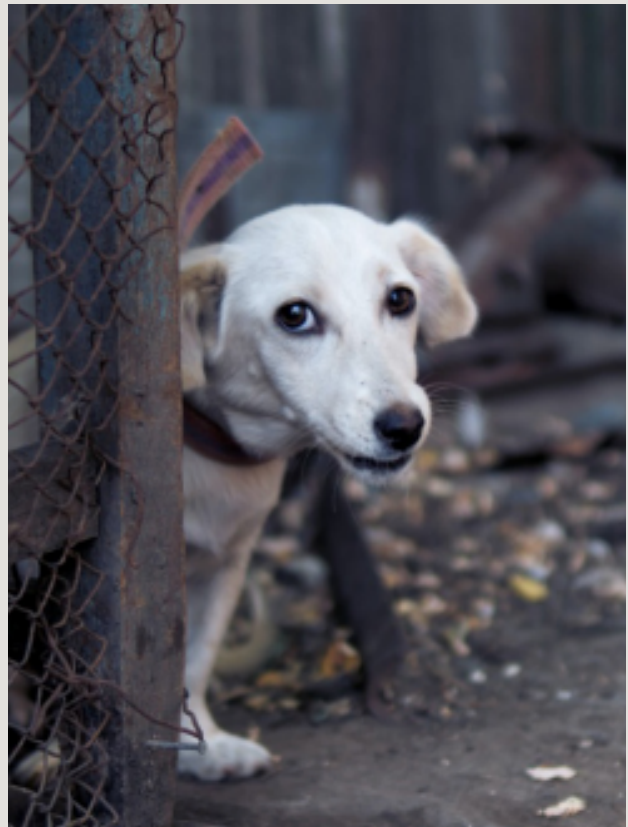
75% of the world's 900 million dog population are strays

Education

Education is a cornerstone of our mission, both internationally and in the UK.

We are committed to delivering impactful programmes that promote animal welfare, foster empathy, and encourage lasting respect for dogs.

Through community engagement, we have collaborated with schools and local non-profits to raise awareness and support compassionate, long-term solutions for free-roaming dogs.



Our Projects

Our projects focus on sterilisation, welfare and education programmes, with our work stretching across all four corners of the globe.

From Mexico to India, Romania to Greece and Ukraine, we aid multiple project partners thanks to your donations to ensure that the needs of vulnerable stray dogs are met, whilst also supporting welfare and education work here in the UK.

Your donations will help us to continue this vital work; we can't wait to see the impact your support is going to have on the lives of stray dogs in our project partner communities.

The scope of our work:

- Sterilising and vaccinating street dogs to minimise the growth of the stray dog population and spread of disease.
- Meeting the nutritional and medical needs of stray dogs living long-term in shelters across multiple worldwide locations.
- Providing nourishment and sterilisation to the abandoned dogs affected by the conflict in Ukraine.
- Making sure that UK pets affected by the cost-of-living crisis can remain with their owners in loving homes.
- Helping our global project partners to maintain the upkeep of their shelters.

How your money helps

£10

Could feed a dog
for a month

£20

Could vaccinate
a vulnerable stray

£30

Could sterilise
a street dog

Top Fundraising Tips

Whether you're seeking sponsorship from friends and colleagues or holding a sale or event for Wild at Heart Foundation, the following tips will help get you started.

Setting up your fundraiser

There are now more ways than ever to fundraise for Wild at Heart Foundation. We're registered across a number of platforms, ensuring that you can choose the fundraising model that's right for you.

Facebook

Start a fundraiser on Facebook (a popular option for people who generously choose to ask for donations in place of birthday presents or other special occasions), or add a donation button to any post.

[How to set up a Facebook fundraiser.](#)

Instagram

Create a nonprofit fundraiser that will live in your bio for 30 days. Choose to extend the fundraiser, hide it from your profile, or end it early. While your fundraiser is active, you'll be able to share it on posts, in stories, or a live video.

[How to set up an Instagram fundraiser.](#)

JustGiving

Set up your own fundraising page and start raising money for Wild At Heart Foundation.

Alternatively, you can run your fundraising campaign offline and donate the proceeds directly to us once completed.

Tell your Story

Tell the story of why you're doing a fundraiser, why you've chosen to support Wild at Heart Foundation, and any other details which will help people to connect with your personal challenge – everyone loves a story!

Set a Target

People are more inclined to support if they know they're contributing towards a set goal. Set a realistic target and keep them up to date with your fundraising progress.

Gift Aid

If you're a UK tax payer, by adding Gift Aid to your donation at no extra cost to you, Wild at Heart Foundation will receive an extra 25p for every £1 you donate, which makes a huge difference to our fundraising efforts.

Spread the Word

Don't be shy! Be sure to tell everyone about your fundraiser via your social platforms.

Did you know?

An estimated 1.2 million puppies are born daily, but tragically 80% will die before reaching adulthood

Fundraising Ideas

Fundraising for stray dogs in need is easier than you might think, and every effort makes a real difference. Whether you take on a personal challenge, host a small event, or simply spread the word, there are countless ways to get involved.

With a little creativity and support from your friends, family, or community, you can help provide food, shelter, and care for dogs who need it most.

Hold a Bake Sale or Competition

Host a bake sale or bake-off at work or school and enjoy a guilt-free treat, knowing your efforts are helping stray dogs around the world. Whether you're selling slices or competing for star baker, it's a fun and delicious way to fundraise!



Walking for Wild at Heart Foundation

Whether you choose to jog, walk or run your way through your fundraiser, with or without your canine companions, exercise challenges are also a great way to meet other local dog-lovers, socialise, and simply enjoy the great outdoors.



Challenge Yourself

Whether it's cycling, swimming or even sky diving, there are so many ways to challenge yourself in the name of stray dog welfare. Join an organised challenge or race, or simply set yourself a target and encourage friends and family to sponsor you.

Put on a Show!

Whether a standalone event, or part of a bigger event such as a fete or sports day, host a dog show, a variety performance, or even a karaoke night!

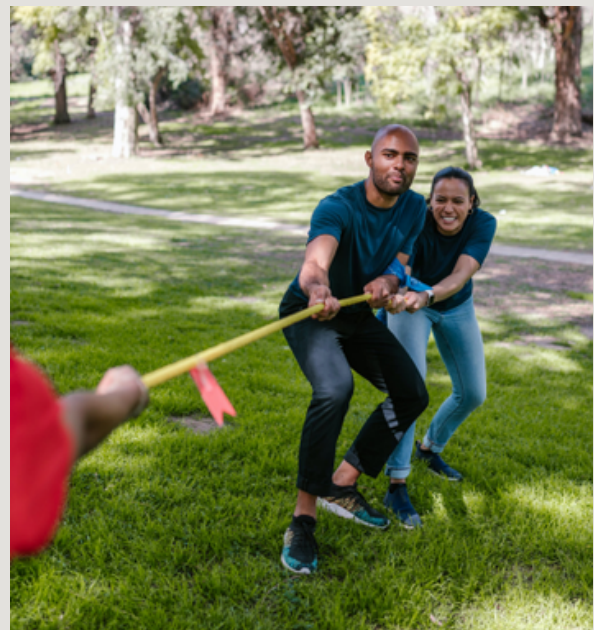


Go Cold Turkey

Why not try giving something up? Whether for a week, or even a month, accept the challenge to go without your favourite treat and raise money for stray dogs in need.

Hold a Games Tournament

Get friends, family, or colleagues together for a games evening. Play cards, board games, video games; maybe even combine this with a pub quiz event.



Important Stuff

To put our minds at ease and make sure that your fundraiser is carried out without issue, please take note of these details.

Health and Safety

Just remember, it's mainly about common sense! Be sure to follow the advice of equipment manufacturers and the professionals supervising any facilities you may be using as part of your fundraiser.

Food Hygiene

Super important! Make sure you take the utmost care and follow the rules when handling, preparing, cooking, and storing food.

Data Protection

All records (whether paper or electronic) of people involved in a fundraising event must comply with the Data Protection Act; so, don't share information about someone without their permission or keep details about them any longer than necessary.

Raffles and Lotteries

There are strict rules and regulations relating to lots of aspects of holding raffle and lottery events. Contact your local authority before you get started, just to check the do's and don'ts.

Paying In Money Raised

Thank you so much for raising money for Wild at Heart Foundation! Here's what to do next.

If you've collected cash donations or proceeds from a raffle, sale, or event, you can donate these to Wild at Heart Foundation in several ways.

Online

The easiest way is to bank the money yourself, and then send it to us as a donation for the same amount via our website:
www.wildatheartfoundation.org/donate

Bank Transfer

If you'd prefer to transfer a donation directly into our charity account, our bank details are:

Account Name: Wild at Heart Foundation

Account Number: 54488121

Sort Code: 40-06-02

Via Cheque

We are happy to receive donations by cheque. These should be made out to "Wild at Heart Foundation" and posted to:
Wild at Heart Foundation, 52 Linford Street, London, SW8 4UN.

Get in Touch

We're always happy to hear from our fundraising community!

Please note that we're a small team and while we do our very best to respond to enquiries as quickly as possible, there may be occasional delays. If your message is time-sensitive, please mark it as urgent to help us prioritise.

info@wildatheartfoundation.org

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