



MANS BEST FRIEND – Woofers for the Wounded

1. HISTORY

There is a long history of dogs in warfare, going back to ancient times, but more recently dogs have been successfully trained as scouts, sentries and trackers. Their uses have been varied and some continue to be used in the military to this day.

Walking With The Wounded (WWTW) was established in 2010 to raise funds to finance the re-training of wounded servicemen and women and in so doing assist them in acquiring the skills and qualifications necessary to find new careers outside the military. Our ability to fundraise effectively ensures we can directly finance new vocational qualifications and further education courses through our First Steps programme. This enables the blind, the burn victims, the mentally injured, the amputees and all the other wounded to rebuild their lives and return to the work place and in so doing provide long-term security for themselves and their families.

You can see in one of the Case Studies on the website that a number of the veterans we support look to work with animals, and in Sean's case, who served in both Iraq and Afghanistan, he is now a fully trained Drug Dog Handler. This would not have been possible without the invaluable fundraising that we receive from our volunteers.

2. HOW YOU CAN HELP

There is a quote that will ring true with anyone who owns or loves dogs: "Dogs are loyal, patient, fearless, forgiving, and capable of pure love. Virtues that few people get through life without abandoning, at least once."

How about organising a charity event, to raise much needed funds for WWTW, involving our four legged friends?

- **'Walking With The Woofers'** – a monthly charity dog walk is a great way of keeping fit, exercising the dogs and either meeting new, like minded people in your area, or your fellow dog owning friends. Set a regular time and day (every Sunday morning at 10am? The first Saturday morning of each month?). Why not contact your local pub and see if they will get involved – see flier attached of a successful dog walking charity event that currently supports WWTW.



Supporting Our Wounded Into Work

- **‘Walking With The Woofers Dog Show’** – Organise a fun dog show where owners register their dogs for show classes (see suggested list below). Participants pay a registration fee per dog entered (we suggest £5 per dog), and a further £2 per show class entered, and anyone else attending the show also makes a donation (we suggest £5 per adult and £2 per child), which they could pay on entry.

You will need to find yourself a venue, a judge and rosettes for the winners, not to mention sponsors to donate food and refreshments that would then be sold at the show.

- **‘Walk With Woofers for the Wounded’** – organise a sponsored walk with your dogs. Entrants could sign up for three different routes – 2 miles, 5 miles or 10 miles? Choose a date and suitable location for the start and finish. You will need to set a registration time on the morning of the walk when entrants sign in – and then just as importantly – sign out at the end of their chosen walk! Perhaps you could find a sponsor to provide food and refreshments at the registration site?

Decide on the registration fee for the event and also a minimum sponsorship/donation amount (for example, if the registration fee is £15, entrants need to make an additional £15 donation themselves, or commit to fundraise £15 or more). See below for suggested registration form.

Sponsorship

Entrants should be encouraged to set up a Virgin Money Giving Page:

<http://uk.virginmoneygiving.com/giving/>.

We can also provide you with a link to download our sponsorship forms that include information on Gift Aid (see below).

3. HOW WE CAN HELP

We can provide branded WWTW t-shirts for the volunteers, along with wristbands to be given to all those who register to events, along with other marketing material and pop up banners – this can be arranged nearer the time of the event. Here is a link to a WWTW poster you can adapt to publicise your event (under ‘Promote Your Event’):

<http://walkingwiththewounded.org.uk/support-the-walk/become-a-fundraiser/>



Supporting Our Wounded Into Work

SUGGESTED DOG SHOW CLASSES

- Best Puppy (4-12 months)
- Best Pedigree
- Best Crossbreed
- Best Veteran (7 years and over)
- Handsomest Dog
- Prettiest Bitch
- Waggiest Tail
- Dog most like it's owner
- Fancy Dress
- Fastest Fetch (this could run throughout the event, with owners paying £1 per fetch. The quickest fetch of the day could then be announced at the end of the event)

Rosettes could be given to 1st, 2nd and 3rd places.

OTHER

- All dogs should be kept on leads throughout the day
- All owners must take responsibility for their dogs and clear up any messes made.

4. SOCIAL MEDIA

Our fundraising team is keen to promote your event on our website, facebook page and twitter so please keep in touch, and email us photographs during the event – email details below.

For any further information, please contact Viveca Johnstone, Fundraiser Administrator

Telephone: 01263 863 902 viveca@wwtw.org.uk



Supporting Our Wounded Into Work

Some of our fundraisers have organised a regular dog walk to raise funds for us – see suggested wording below if you would like to arrange something similar:

Dog Walking Sunday at *[insert place name]*

[insert date] 2015

Every *[month/week]* we do a charity dog walk for Walking with The Wounded.

1. We meet at the *[name of pub or location]* at 10.00 am for Coffee & Bacon Rolls
2. We leave at 10.30 am for a walk lead by our 'Pack Leader' *[insert name]*
3. We arrive back at the *[name of pub or location]* for 12 noon to enjoy a delicious Sunday Roast

Breakfast & Sunday Lunch for only **£xx** which includes

£x donation to the Charity

It's a great day and a wonderful way to keep us all fit – while supporting the re-training and re-education of our wounded servicemen and women.

Booking is essential, so please call *[insert phone number]*

P.S. you don't need to have a dog, perhaps you could borrow one from a friend, or just come along for some exercise!



Supporting Our Wounded Into Work

**HELP OUR WOUNDED SERVICEMEN AND WOMEN
YOU AND YOUR WOOFERS CAN MAKE A DIFFERENCE.**

Walking With Wounded Sponsored Dog Walk *NAME OF PLACE*

DATE, 2015

[INSERT NAME AND LOGO OF SPONSOR IF APPROPRIATE]

Registration: ***8am—10.30am***

Queries: ***Name of Organiser***

Tel: XXXXX Email:XXXXXX

£X entry donation plus a minimum of **£X** sponsorship

THE WALKING WITH THE WOOFERS EVENT

consists of 3 dog walking routes (***x, x or x miles***) through the [***Name of place***] countryside.

THE CHARITY

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COMMITTEE: *Names*



Supporting Our Wounded Into Work

REGISTRATION FORM

TITLE

FIRST NAME

SURNAME

ADDRESS

Postcode

EMAIL

**TEL NO.
(ON THE DAY)**

I am/am not a UK tax payer. Please treat all donations that I make to On Your Bike Cycle Ride/WWTW on or after the date shown as Gift Aid donations.

SIGNATURE:

DATE:

WALK

75 MILE

50 MILE

25 MILE

**Any further
comment:**



Supporting Our Wounded Into Work

- I enclose a cheque made payable to 'Walking With The Wounded' as my donation and to secure my place on the walk.
- This donation qualifies for gift aid so if appropriate **please complete the Gift Aid Declaration section and sign above.**
- I also pledge to raise a minimum of **£X** in sponsorship.

PLEASE SEND THESE FORMS WITH YOUR CHEQUE TO:

NAME OR ORGANISER (WALKING WITH THE WOUNDED SPONSORED DOG WALK)
ADDRESS OF ORGANISER