



Partner Fundraising Pack

**Helping to change the lives of
young people and their families.**

www.helpfulhounds.org.uk



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Thank you for choosing to support Helpful Hounds. Every fundraiser, no matter how big or small, helps us continue our work and make a real difference to the lives of the people and animals we support.

Whether you're fundraising as an individual, a school, a business or a care home, this pack has been created to help you plan a successful and enjoyable fundraiser. Inside, you'll find dedicated sections with ideas tailored to each type of fundraiser, as well as guidance on using the Helpful Hounds brand, downloadable resources, and details of the support available from our team.

Whether you're taking on a personal challenge, organising a school event, bringing colleagues together for a workplace fundraiser, or planning an activity within a care home, every effort makes a valuable contribution. Your support not only raises vital funds but also helps spread awareness of the work Helpful Hounds does within our communities.

We're here to support you every step of the way, with practical advice, fundraising materials and plenty of inspiration to help make your event a success.

Thank you for joining the Helpful Hounds community. Together, we can make an even bigger impact.

Warmest wishes,

Peter Rufus
Chief Executive Officer and Trustee
&
Sarah Phillips
Chief Operating Officer



Our Mission

Helpful Hounds exists to change lives through the power of the human-animal bond.

We train and place assistance, school and community dogs in homes, care settings, schools, and universities. We work with families to train their own dogs, as well as placing a small number of charity-trained puppies.

Each partnership is designed to support individuals with disabilities, mental health challenges, or additional needs. Our aim is to enhance independence, boost emotional wellbeing, and improve quality of life.



Our Vision

We envision a world where everyone, regardless of ability, can experience confidence, connection, and unconditional support, made possible through highly trained, compassionate dogs in homes, schools, and communities.

Our Values



Compassionate

We always treat everyone with kindness, empathy, and dignity.



Supportive

We stand alongside families, colleagues and communities with encouragement and practical help.



Accountable

We act with honesty, responsibility, and transparency in all that we do.



Insightful

We listen, learn, and apply our knowledge and understanding to provide meaningful support.

Our Story

Helpful Hounds began with a simple but powerful belief: that dogs can transform lives.

What started as a small initiative, driven by a passion for the human-animal bond, has grown into a trusted and recognised charity. Over time, we've expanded our reach and impact, training and placing both assistance and community dogs to support individuals with a wide range of needs.

Today, our dogs can be found bringing comfort, confidence, and connection into homes, schools, care settings, and other community spaces, helping people live more independent, fulfilled, and emotionally supported lives.



Helpful Hounds are specially trained:

- to help young people on the **Autism spectrum** and those with **Down's syndrome**, by helping them gain confidence, develop independence and improve their quality of life.
- to help young people with **physical disabilities**, such as **POTS**, **Cerebral Palsy** and **Muscular Dystrophy** by granting them independence and improving their quality of life.
- to help those with **Mental Health disorders**, such as **depression**, **anxiety**, **OCD** and **Tourette's** by helping to grant them independence and improving the quality of their lives.
- as **Medical Alert** Assistance Dogs

Businesses and Organisations

Partnering with Helpful Hounds is a fantastic way to engage employees, strengthen team spirit and demonstrate your commitment to supporting your local community. Whether you're looking for a Charity of the Year partnership or a one-off fundraising event, we'd love to work with you.

Here's just a few ideas for your next event...

- Office bake sales
- Dress down days
- Sponsored challenges
- Team hikes or cycling challenges
- Payroll giving
- Quiz nights
- Charity auctions and raffles
- Christmas fundraising campaigns

What can we offer?

Paws for a Break - Our wellbeing sessions bring the calming influence of our dogs into your workplace, helping employees recharge while supporting Helpful Hounds.

Skills Sessions - Members of our experienced team can deliver complimentary business-focused learning sessions, sharing expertise across a range of professional topics to support your team's development.

Learn About Assistance Dogs - Discover the life-changing impact assistance dogs have, the training involved, and how your business can help create more partnerships. We can also arrange demonstrations, showcasing the incredible skills they've learnt.

Puppy Journey Presentations - Learn how a puppy develops into a qualified assistance dog and how your organisation can support every stage of the journey.



How can we support your fundraising events?

- A dedicated JustGiving Campaign page for your organisation
- Promotional materials, logos and digital branded assets
- Social media and marketing support
- Employee engagement resources
- Support planning fundraising events
- Posters and collection boxes
- Opportunities to build a long-term partnership with Helpful Hounds

Care Homes and Community Groups

Care homes play an incredibly important role in bringing communities together, and fundraising can create meaningful experiences for residents, families and staff alike.

Our visiting community dogs also provide a wonderful talking point and can help create memorable moments for everyone involved.

Here's just a few ideas for you...

- Afternoon teas
- Coffee mornings
- Garden parties
- Raffles
- Guess the name of the teddy or dog competition
- Sponsored indoor walks
- Seasonal celebrations
- Music afternoons
- Intergenerational fundraising events with local schools
- Knit and craft sales



Visits and Activities

Where possible, we can arrange:

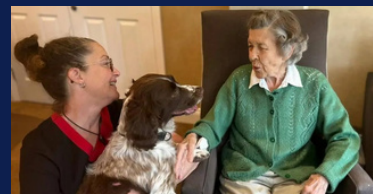
- Talks about Helpful Hounds
- Fun dog shows and 'best dressed dog' competitions
- The puppy journey presentation
- Qualified assistance dog demonstrations
- Meet-and-greet sessions with members of our wider team

Donations are welcome to support these events.

How can we support you?

- A personalised JustGiving page
- Posters and fundraising resources
- Marketing and social media promotion
- Advice from our fundraising team
- Certificates to recognise your fundraising achievements

Every event, no matter its size, helps us continue transforming lives through incredible partnerships.



Individual Fundraisers

Whether you're celebrating a birthday, taking on a personal challenge, remembering a loved one or simply want to make a difference, fundraising as an individual is a fantastic way to support Helpful Hounds.

Every fundraiser is unique, and we're here to help you make yours a success.

Here's just a few ideas for your next event...

- Sponsored walks, runs, cycles or swims
- Marathons, obstacle races or endurance events
- Birthday or anniversary fundraisers
- Coffee mornings or afternoon teas
- Quiz nights
- Bake sales
- Dog walks or dog shows
- Raffles and tombolas
- Livestream or gaming challenges
- Christmas jumper days or seasonal events



How can we support you?

When you fundraise for Helpful Hounds, you're never on your own. We can provide:

- A personalised JustGiving fundraising page
- Promotional graphics and posters
- Social media support and promotion across our channels
- Fundraising materials including collection buckets and branded resources
- Advice and guidance from our fundraising team
- Digital logos and branding guidance
- A certificate or thank you after your event

No matter how much you raise, every pound helps us continue changing lives through our assistance dogs.

Schools and Colleges

Fundraising is a brilliant way to inspire pupils, develop teamwork and teach the importance of giving back to the community.

Whether you're a nursery, primary school, secondary school or college, even if you don't have one of our school dogs visiting regularly, we'd love to work with you.

Here's just a few ideas for you...

- Non-uniform days
- Bake sales
- Sponsored walks or fun runs
- Sports tournaments
- School dog birthday celebrations
- Dress as your favourite animal day
- Penny collections
- Readathons
- School fairs
- Talent shows



Educational Opportunities

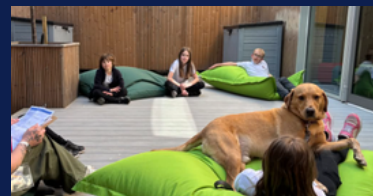
We can also help bring learning to life through assemblies and other classes:

- Learn about assistance dogs and therapy dogs
- Vital skills for dog bite prevention
- Workshops on building confidence for children around dogs
- Demonstrations from our qualified assistance dogs (where available)

Donations are welcome to support these events.

How can we support you?

- A personalised JustGiving page for your school
- Special visits from your own school dog or other community dogs
- Posters and promotional materials
- Social media promotion
- Fundraising advice and resources
- Collection boxes
- Certificates of appreciation for participating pupils or classes



Resources

We've created a range of resources to help make your fundraising as easy as possible. Whether you're promoting an event, sharing your story online or encouraging donations, we're here to help.

Visit: helpfulhounds.org.uk/fundraising-resources



- Helpful Hounds logos
- Brand guidelines
- Fundraising posters and templates
- Social media graphics
- Sponsorship forms
- Collection box labels
- Email signatures

Links

We love seeing your fundraising journey! **Tag us** in your photos, videos and updates so we can celebrate your achievements and help share your event with our community.

Facebook: /helpfulhoundsassisteddogs
LinkedIn: /helpful-hounds-assistance-dogs

Instagram: @Helpful_Hounds
TikTok: @HelpfulHounds

Using our social media channels helps us recognise your efforts, inspire others to get involved and maximise the impact of your fundraising.

Key Contacts

Peter Rufus | CEO | peter@helpfulhounds.org.uk

Sarah Phillips | COO and Marketing Lead | sarah@helpfulhounds.org.uk

Keren McIlwain | Community Dogs Coordinator | keren@helpfulhounds.org.uk

Whatever you do, we're here to help you every step of the way. Thank you for supporting Helpful Hounds and helping us change lives, one partnership at a time.

