



RSPCA 

# Million Paws Walk

**GUIDE**  
MPW 2018

# WELCOME TO 2018 MILLION PAWS WALK!

Each year, dog lovers around Australia come together for Million Paws Walk to celebrate man's best friend and support the RSPCA with a fantastically fun day out. Nowhere else in Australia will you find so many dogs (and dog lovers!) coming together, walking with a purpose to fight animal cruelty and be the voice for those who are voiceless. We walk in 2018 for a future free from neglect and abandonment, where all animals are treated humanely and with the respect they deserve.

Until that day, the RSPCA will be there for all creatures, great and small, that need our help. And we couldn't be happier that you're here with us! Without your dedication and generous support, we simply wouldn't be able to do what we do.

As someone who shares our passion for helping animals in need, we can't wait to see you this year at Million Paws Walk! Your fundraising leading up to the event is vital, as your ticket fee only covers our costs for hosting the walk. In order to continue our important work being there for the animals that need us, we're relying on you to ask your friends, family and colleagues to donate to your cause. And this year, we've made it super easy!

In this guide, you'll find information and tools to support and encourage you on your fundraising journey. You'll also find some handy hints for having the best day ever at the event.

If you need more information, please visit [millionpawswalk.com.au](http://millionpawswalk.com.au).

See you on Sunday 20 May for Million Paws Walk!



# OUR NATIONAL CAUSE

**Thank you** for participating in Million Paws Walk in 2018, and helping us to raise the vital funds we need to continue helping the animals in our communities that need it most, in every way we possibly can.

Million Paws Walk is the RSPCA's biggest annual event, with all funds raised going back into the organisation so that we can continue to be there for the animals and people who need us. From ensuring that our shelters always have room for animals in need, to supporting our regional branches, to finding dogs their furever homes... the funds you raise during Million Paws Walk give us the opportunity to continue and develop our many services.

## DID YOU KNOW THAT IN 2017...



Nationally, the RSPCA received **55,405 cruelty calls**



On average, it costs **\$21 per day** to look after a dog in our care



Every hour, **15 dogs** sought refuge at RSPCA nationally

Our national cause is to be a voice for the voiceless, and do everything in our power to protect animals from cruel and inhumane treatment. Our inspectors are on the road 365 days a year, educating the public, responding to natural disasters, rescuing animals and prosecuting those that have caused them harm. We also aim to be a voice for animals in the political arena, working with governments, industries and communities to guide, inform and ensure that animal welfare is always considered by decision makers.

# FUNDRAISING TO FIGHT CRUELTY

Did you know that the cost of your ticket only covers our costs for running the Million Paws Walk event? In order for us to help as many animals as possible, we're relying on your epic fundraising efforts. And this year, we've made it easier (and more fun!) than ever to get involved.

1. Buy your ticket for Million Paws Walk
2. Your personal fundraising page will be automatically set up for you
3. Personalise your page – choose your background and profile picture
4. Get promoting!



# WHERE DO YOUR DONATIONS GO?

Your donations help us be there for animals in many different ways. We're committed to allocating funds where they are most needed, whether it be helping animals in shelters or educating the community about pet ownership. Let's take a look at how your fundraising efforts and donations help.



## PROTECT

RSPCA Inspectors are on the road 365 days a year – rescuing, responding to natural disasters, educating the public, protecting animals from cruelty and prosecuting those that do them harm. Most RSPCA Inspectorates are subsidised by state and territory governments but over 80% of their funding comes from supporters.



## HEAL

Animals often come to the RSPCA injured, pregnant or sick. With your help, we provide the medical attention they need to mend broken bones and hearts.



## CARE

Our shelters are safe havens for homeless and neglected animals. Every animal is different and we treat each case individually. We provide training, enrichment, safety, companionship and lots of love. And none of this would be possible without the generosity of people like you.



## ACT

We will not stand by and see animals treated inhumanely. We have a strong voice and the expertise to speak up for animals. We work with governments, industries and communities to guide, inform and ensure animal welfare is always considered by decision makers.



## ASSIST

Across Australia, the RSPCA will often help in times of crisis and disaster. Where we can, we provide emergency boarding and assistance to people who have been displaced or disadvantaged. We also visit schools and community groups to teach responsible pet ownership. These services exist thanks to your donations.



# YOU CAN BE AN EXPERT FUNDRAISER

**Did you know** that it takes most event fundraisers an average of only five donations to reach their target? Set a personal fundraising goal on your page so you can push yourself to stay motivated. Remember that every dollar counts (and people are often more generous than you think), so aim high!

## PERSONALISE YOUR PAGE

Add a profile picture and tell everyone why you are committed to raising funds for homeless and neglected animals. Use your own words to communicate how passionate you are about your cause!

## MAKE THE FIRST DONATION

This shows your family, friends and colleagues that you're serious about helping animals. It also sets a suggested donation amount for others to match – or even go beyond. So be generous!

## EMAIL, EMAIL, EMAIL!

Your family and friends want to sponsor you, so be sure to send them an email with a link to your sponsor page in it. To remind any stragglers, send another email closer to the Million Paws Walk date as well.

## BE SOCIAL

Share your progress on social media, including photos, stories and stats of how you're doing. Don't be afraid to private message people to ask for donations too. It works!

## HOLD AN EVENT AT WORK OR IN THE COMMUNITY

Get creative and put on an event for people to enjoy. Some of our most popular events include bake sales, trivia nights, barbecues, bring-your-pet-to-work days or dress-up days. Have fun with it!

## GET THE BOSS TO CHIP IN

Most organisations love to see their employees doing something amazing for the community, so why not ask them to match your fundraising efforts?

## GET YOUR DOG TO DO IT

Believe it or not, dogs are some of our best fundraisers. Some people feel embarrassed asking their network to donate, but that disappears when it's your dog asking! Why not get your dog to ask their mates to cough up some cash?





# EVAN'S STORY

With dingo in his blood, Evan is already a pretty special dog. But his story of strength and recovery is what makes him a truly extraordinary dog.

When Evan was first brought to our veterinary clinic at the RSPCA Sydney Shelter, he was just a young pup. He had sustained extensive injuries after he was accidentally run over by a car. Evan's owners made the difficult decision to surrender him to us, as they couldn't afford to give him the proper care he needed. Evan started many months of physical rehabilitation to get his young body working properly again. He was already lucky to have survived, but there was still a long journey ahead.

Evan was taken in by an RSPCA NSW foster carer to continue his healing. His dedicated carer gave him the time, attention and space he needed to be able to fully recover from the accident. He spent most of his first year of life in this foster home, where his cheeky and energetic personality eventually began to shine through. Like any other pup his age, all Evan wanted to do was play and explore. However, his injuries meant he had to spend a lot of time resting, making do with tummy rubs and cuddles instead of running around in the backyard.

After finishing his time in foster care, we're happy to report that Evan has found his forever home, and is now able to make up for his lost playtime! Thanks to his time spent with us at the veterinary clinic and in foster care, he's now free to live a happy life being his big, bouncy self.

It's because of kind-hearted people like you, who believe that every animal's life is precious and valuable, that we were able to give Evan the help he needed. Because of your support and generosity, Evan was able to rehabilitate and recover, and eventually find a loving family that will care for him for the rest of his life.

Thank you for your support of this year's Million Paws Walk. Fundraising events like this are what enable us to continue helping animals when they turn to us in their time of need. Your fundraising efforts give second chances to animals who are less fortunate, and we couldn't be more grateful to you for giving us the opportunity to help the people and animals in your community.

See you there!

# WALK ESSENTIALS

It's important to come to the Million Paws Walk event prepared. Use this checklist to make sure you have everything you need for a fantastic day out with your dog.



## STURDY LEAD

Dogs must be on leads at all times. Please make sure your lead is strong enough. Also, please don't put your dog on a check chain or use a pronged collar around their neck. The RSPCA is opposed to the use of these devices, as they inflict pain and can be used to abuse animals.



## WATER

Bring enough water for both you and your pooch. Also bring a collapsible bowl for your dog to drink from.



## WEATHER PROTECTION

It's always best to be prepared. The sun can get toasty and burn your skin, even on a cool day. A hat and sunscreen is also advisable, as well as pet-only sunscreen for your dog if their skin is sun-sensitive.



## POO BAGS

Thousands of dogs means thousands of... well, you know. Don't forget your poo bags!



## VACCINATIONS

For their safety (and the safety of other four-legged attendees) please make sure your dog's vaccinations are up to date. They should also be desexed.



## WALLET

Bring some cash to buy pooch products from our stalls, grab some food, and maybe make a donation to the RSPCA.



## TREATS

To distract and reward your furry friend!

# PAWFECT MANNERS

With so many dogs in one place, it's important to lay out some ground rules. Please remember the following:

- Give dogs space, as many dogs aren't comfortable in crowds.
- Keep your dog on a lead at all times.
- Always ask for permission before patting a dog, especially if you have one with you.
- Beware of bringing high-value items to the event (such as your dog's favourite ball or toy) if you don't want to lose them.
- Listen to the experts. If they believe your dog is showing signs of aggression, stress or exhaustion, you need to act accordingly.
- And last of all, pick up your dog's poop!

## What you can expect on the day:

- Dogs. Lots and lots of dogs.
- Delicious food and drink
- Exhibition stands
- Great merchandise for sale
- Fun competitions
- Friendly RSPCA staff to talk all things dog with!

Now that you're pawsitively prepared for the big day, it's time to get fundraising! We can't wait to see you and your dog at Million Paws Walk 2018. **Good luck!**



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