

Your guide to

Sunday 26
May 2024

RSPCA 
**Million
Paws Walk**



WALK TO FIGHT ANIMAL CRUELTY



CELEBRATING 30 YEARS

RSPCA Million Paws Walk is the most important annual event for dog and animal lovers around Australia.



750,000 participants



400,000 dogs



\$16,000,000 raised nationally



168 individual walk locations across the nation





This guide will help you on your fundraising journey where you'll find information and tools to support and encourage you along the way.

LET'S PUT OUR BEST PAW FORWARD

On Sunday 26 May 2024 be a hero for dogs in need and walk to fight animal cruelty.

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.

The fundraising you do for Million Paws Walk is vital to help us continue our important work.

WALK FOR DOGS IN NEED

RSPCA's Million Paws Walk is about raising funds to ensure we can continue to be there for the animals that need us. From ensuring our shelters always have room for animals in need, to supporting our regional branches and finding dogs their forever homes, the funds you raise during Million Paws Walk means we can continue to carry out these vital services.

DID YOU KNOW THAT IN 2022/2023 FINANCIAL YEAR ACROSS AUSTRALIA



RSPCA opened its doors to **more than 87,465** stray, surrendered and seized animals



13,425 dogs and puppies were either rehomed or reunited with their families



58,923 cruelty complaints were investigated



EVERY STEP YOU TAKE:

- Helps fund crucial community outreach programs about the importance of responsible pet ownership.
- Helps put an end to the ugly roots of animal cruelty at the source.
- Helps to grow and maintain our shelters and care for more and more pups in need.

EVERY GIFT MAKES A DIFFERENCE

Last year, 20,000 dogs turned to the RSPCA for help. Many were victims of cruelty, bred to turn a profit, or abandoned by the humans they loved unconditionally. Even one dog is too many. Each step you take at Million Paws Walk helps in our fight to bring that number down.

Here's how we'll do it...



Can help provide a dog with care and a warm cosy bed for one night in our shelter.



Can help a shelter dog learn to trust again with specialised training.



Could help transport injured and abused animals to get medical care.



Will help us care for a dog in one of our shelters for a whole week.



Will help us to care for a mistreated, abused or abandoned dog in our shelters for a whole month!

FUNDRAISING TIPS & TOOLS



Thousands of dogs each year rely on the generosity and advocacy of supporters like you. That's what makes fundraising so rewarding! It takes a little work, but suppowting pups in need is one of the most heroic things you can do. Sometimes the hardest part is just getting started!

Follow these tips and tricks to get your fundraising off to a tail-wagging start.

Join our community on Facebook

Visit www.facebook.com/RSPCAMillionPawsWalk to join our **Facebook** group to connect with your fellow furry friend lovers! You can also join the virtual **Walk this May** challenge and connect with fundraisers and their furry friends all over Australia.

Paw-sonalise your page

Add a profile picture and tell everyone why you're walking to fight animal cruelty and be a hero for dogs in need this May. Add a pic of your four-legged friend/s and show off their cute little face too.

Use your own words to communicate how passionate you are about your cause! Set an ambitious but achievable goal.

Lead the way and sponsor yourself

Inspire your friends and family, and kick-start your fundraising at the same time. Oh, and you'll unlock an online badge once you make a self-donation!



Use our pawsonalised fundraising resources

Visit www.millionpawswalk.com.au/resources to view a whole bunch of resources created to help out our Million Paws Walk heroes, including social tiles and posters.

Ask your friends and family for support

Share your fundraising page to tell everyone you are raising money to fight animal cruelty. Use our handy templates, posters and social tiles to ask your friends, family and colleagues for support. You'll be surprised how generous your community can be if you just ask!

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? Are you 'woof' me?



UNLOCK YOUR HERO LEVELS

When you fundraise for Million Paws Walk, you'll unlock our Hero levels as you become a hero for dogs in need. Each hero level represents a special amount of time you'll be helping us care for a dog in our shelters!

Raise \$108

YOU'RE A TOP DOG

You'll take care of a dog in one of our shelters for THREE days!

Plus you'll unlock your Top Dog badge and earn your free Top Dog bandana!



Raise \$252

YOU'RE A CANINE CHAMPION

You'll care for a dog in one of our shelters for ONE WEEK!

Plus you'll unlock your Canine Champion badge and earn your KONG squeezz orbitz spin top!



Raise \$504

YOU'RE A MIGHTY MUTT

You'll care for a dog in one of our shelters for TWO WEEKS!

Plus you'll unlock your Mighty Mutt badge and earn your free ultimutt Treat pouch and VIP lanyard.



Raise \$1,008

YOU'RE A SUPERPOOCH

You'll care for a dog in one of our shelters for ONE MONTH!

Plus you'll unlock your Superpooch badge and earn your free frank green silicone pet bowl.



COM-PAW-TITIONS

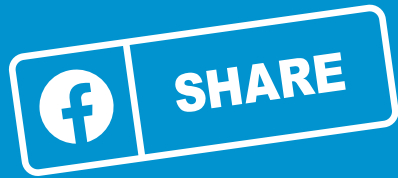
Self donation prize draw

Simply make a personal donation to your fundraising page, and go in the draw to win 1 of 3 free pair of Hush Puppies shoes.



Share on Facebook prize draw

Share on your Facebook and go in the draw to win a \$300 Petbarn voucher.



Invite a Friend prize draw

Invite a Friend to join the RSPCA 2024 Million Paws Walk and go in the draw to win a 6-month membership to Snap Fitness*.



All badges prize draw

Unlock all of your badges and go in the draw to win 1 of 3 \$100 Bell and Bone vouchers†.



YOUR KIND GIFTS HELPED SAVE FRANKIE



Frankie was huddling next to a backyard hot water service in the pouring rain when Senior Inspector Maree found her. Reported by a concerned member of the public, the six-year-old Cocker Spaniel was covered in hard clumps of fur, soaked through, cold, and without proper shelter.

At the Peninsula RSPCA shelter clinic, vet Dr Victoria examined Frankie. *"We actually had to clip Frankie's coat while she was under anaesthetic, because her matting was so severe, and the poor dog was quite anxious as she clearly wasn't used to being groomed."*

Thanks to your support, she was treated with antibiotics and given a medicated bath. We also placed her on special food to help lose a little weight whilst at the shelter and the staff and volunteers made sure she got plenty of gentle exercise. The shelter team remember her fondly recalling *"she was a wiggly, loveable type of dog. You would walk towards her in the pen and her tail would become a blur"*.

Her adopter Teri recalls:

"It took many months for Frankie to settle into our home. I had to have patience, time and respect with Frankie and I'm still learning from her today. But now she's such a happy go lucky dog. She plays fetch with her favourite ball, loves a cuddle on the bed, a brush and a haircut."

WALK TO FIGHT ANIMAL CRUELTY

Join us on Sunday 26 May
and be a hero for dogs
in need.

millionpawswalk.com.au

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