

Your guide to

RSPCA 

Million Paws Walk

 one last lap

Sunday 25
May 2025



WALK TO FIGHT ANIMAL CRUELTY



LET'S CELEBRATE ONE LAST LAP

After 30 years of RSPCA's superheroes around the country fighting animal cruelty, the RSPCA has made the difficult decision to hang up Million Paws Walk's leash for the final time, with **25 May 2025** being our final walk event.



Over the last
three decades,
more than



750,000

SUPERHUMANS

and

400,000

SUPERPOOCHES

have participated in Million Paws Walk,
raising a phenomenal

\$17 MILLION FOR ANIMALS IN NEED.

Since the pandemic in 2020, the community fundraising landscape has dramatically changed, and events are becoming increasingly difficult to host due to the rising costs significantly impacting fundraising viability.

To all the superhumans and superpooches that have pounded the pavement with us, as well as the thousands of staff and volunteers that have made our event possible, thanks 'a million' for being a part of our wonderful life-changing history! We couldn't achieve what we do each and every day without your compassionate, generosity and fun spirit.

**We look forward to celebrating the
final lap with you on 25 May 2025.**

HOW YOU CAN HELP

RSPCA's Million Paws Walk has always been 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 2023/2024 FINANCIAL YEAR ACROSS AUSTRALIA



RSPCA opened its doors to care for **81,669** stray, surrendered and seized animals



12,000 dogs and puppies were either rehomed or reunited with their families



56,969 cruelty complaints were investigated



By fundraising and walking one last lap with us you'll be helping

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

YOU CAN MAKE A DIFFERENCE

Last year, over 17,000 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. This year, you can make a huge difference by raising funds to help animals in need.

Here's the impact YOU can have ...



\$36

Raising \$36 can help provide a dog with care and a warm cosy bed for one night in our shelter.



\$58

Raising \$58 can help a shelter dog learn to trust again with specialised training.



\$90

Raising \$90 can help transport injured and abused animals to get medical care.



\$252

Raising \$252 will help us care for a dog in one of our shelters for a whole week.



\$1,008

Raising \$1,008 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 sup pawing animals 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!

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 limited edition One Last Lap 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 free KONG toy.



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 limited edition One Last Lap dog tag, plus a Royal Canin dog bowl and 40% off pet food voucher.

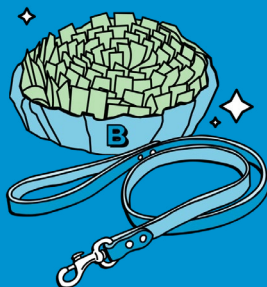


Raise \$1,008

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 limited edition One Last Lap lead set, and a Bravecto snuffle mat.



COM-PAW-TITIONS

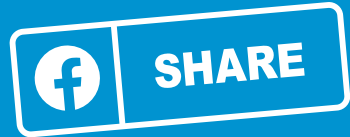
Self donation prize draw

You can make a personal donation to your fundraising page when you sign up to have your donation matched OR go in the draw to win a year's supply of Royal Canin dog food.



Share on Facebook prize draw

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



Invite a friend prize draw

Invite a friend to register for the RSPCA 2025 Million Paws Walk and go in the draw to win a frank green hero pack.



All badges prize draw

Complete all six badges and go in the draw to win a year's supply of Oh Crap dog poop bags.



HELP CHANGE THE LIVES OF ANIMALS LIKE SHINTO



Like so many of the animals that come through our doors at RSPCA, Shinto was in desperate need of care, love and compassion. He was scared of people and of the world itself - it was heartbreaking to see.

When Shinto arrived via our Inspectorate, it was clear that he was suffering. His skin was ravaged by a severe skin disease called mange. Thanks to the tireless care of our veterinary and behaviour teams, he received extensive treatment: ear and eye care, blood work, x-rays, and necessary medications. The team worked patiently with him, gaining his trust bit by bit.

Slowly, his skin began to heal, and as his physical wounds closed, so did the emotional wounds. He was blossoming in care and loved walkies with our volunteers, soft blankets, peanut butter and toys.

Yet, despite all the care and progress, Shinto's journey wasn't without its setbacks. He was adopted once, but after struggling to adapt to a home with young children, he was returned. It was a difficult moment, but we knew his perfect match was still out there.

And then came the moment of destiny. Shinto was adopted by someone, who like Shinto, had a quiet, calm presence that made them an ideal pair. *"Shinto is GREAT, I keep pinching myself thinking I'm dreaming how suited we are for each other. We're both loving life."* This was it. The match made in heaven.

Shinto's transformation is a testament to the change that can come when animals are given the right care. Today, Shinto is no longer the frightened dog he once was. He is thriving, loved beyond measure, and living the life he always deserved. It's a reminder that no matter how dark the beginning, there is always hope for a brighter future.

Fundraising for the 2025 Million Paws Walk can have a huge impact for animals in need, just like Shinto. Can you help make a difference this year?



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Join us on Sunday 25 May
and be a hero for dogs
in need.

millionpawswalk.com.au

  @RSPCAMillionPawsWalk




ROYAL CANIN®

BRAVECTO®