

nickelodeon

PAW PATROL STROLL

In partnership with



22nd - 29th May 2023

A FUNDRAISING GUIDE

A LITTLE STROLL TO HELP DOGS IN A BIG WAY

Hello and welcome to **PAW Patrol on a Stroll** - a sponsored walk for children in aid of Dogs Trust, supported by your little ones' favourite pup friends!

In this fundraising guide, we'll take you through what the Stroll is, how it will help the dogs at Dogs Trust, and we'll give you some fun ideas to make this an unforgettable day for your little ones.

Thanks so much for getting involved.



WE HELP TO FORM LIFELONG FRIENDSHIPS

There's nothing quite like the friendship between a child and a dog - just like Ryder and the pups, they're inseparable bonds that will never be forgotten. Here at Dogs Trust, we do everything we can to help dogs enjoy a happy, healthy life in a loving home.

Across our rehoming centres, we care for over 14,000 dogs every year. When they're in distress, we give them expert care. When they need a home, we'll find them a family. And we'll never put down a healthy dog. Because we believe that a dog is for life®.

We also help children understand how to form friendships with dogs. Through our in-school workshops, community activities and online guidance, we help children learn how to love dogs in a safe way - whether in their own home or out and about.

The money you raise from PAW Patrol on a Stroll will help us be there for our furry friends all year round. It's a ruff-ruff rescue mission!



PAW PATROL STROLL

CHOOSE ANY DAY FROM
22ND - 29TH MAY



LET'S GET STROLLIN'

So, what is PAW Patrol on a Stroll? It's a special chance for children to be part of the crew for a day, with their own important mission. Plus, it's simple, fun and educational - for both the children and you!

Here's a quick breakdown:

The stroll

The walk could be a supervised stroll around the local area, around the nursery grounds, or even inside - whatever suits you and the children. We've created an activity pack that you can download and print from the PAW Patrol on a Stroll website. We can also post the pack out to you.

In your pack you'll find cut-out masks of each PAW Patrol character that children can wear on their walk. There's also a cut-out dog that can be coloured in, and a PAW Patrol on a Stroll activity sheet.

The fundraising

It's super simple to take part, just go to our dedicated website where you can choose how to fundraise for Dogs Trust. You can set up your own fundraising page and get friends and family involved, or you can make a one-off donation. Find out more on page 9.

Here's the address you need: bit.ly/3K0cARd
Or use this handy QR code



Why PAW Patrol?

The universally loved PAW Patrol teaches little ones (and adults!) key skills in friendship, teamwork, and empathy. All these valuable skills are critical in helping little ones understand the importance of caring for dogs. PAW Patrol and Dogs Trust make a PAWfect team!

MEET THE PUPS!

Led by 10-year-old boy Ryder, the plucky pups of PAW Patrol are rescue dogs in training. Each iconic pup is inspired by a real-world job, they've all got their own personalities, and children all over the world love them. You can use this page to introduce the characters to any children who haven't seen the show before.



Rocky

Everyone needs a Rocky - the mixed-breed fixer-upper who's always on hand with the right tools to solve a problem. Imaginative, outgoing and creative.



Chase

This German Shepherd police pup is a natural leader. He's athletic, smart and organised. He'll sniff out any problems, but he's also allergic to cats and feathers.

Rubble

He's the construction Bulldog - strong, tough, helpful and with a heart of gold. You'll probably find him covered in mud and loving it.



Marshall

He's an all-action Dalmation who is Adventure Bay's fire dog. He's very excitable, but has a tendency to be a bit clumsy too.



Skye

A fearless, smart and skilled Cockapoo, Skye is the crew's flying expert - whether in her helicopter or using the wings in her backpack.



Everest

A fun-loving Husky, Everest lives on a snowy mountain and is rather fond of sliding down it on her belly. Ice or snow, she's ready to go!

Zuma

This chocolate Labrador loves nothing more than getting wet. He's the team's water rescue dog, and he's always happy to dive in to save the day.



STEP UP YOUR STROLL

Spread the word and get people involved to maximise donations and impact.

Anything is PAW-sible, but here are some ideas to get you started:

- 🐾 Display posters with the date your walk will be taking place
- 🐾 Help your little ones make the day their own by decorating invitation cards for family and friends
- 🐾 Make your walk famous! Download our press release template from the PAW Patrol on a Stroll website to share with your local newspaper

You can choose just to stroll, or to make your sponsored walk part of a whole dog-inspired day or week. There are lots of other ways you can get the little ones excited.

Like these, for example:

- 🐾 **Use paint to create PAW prints that can be used to mark out your walking route or make a PAWfect picture on the playground**
- 🐾 **Do the Pup Pup Boogie dance to celebrate the mission's success**
- 🐾 **Chat about why children have chosen their character**



FUNDRAISE FOR OUR FURRY FRIENDS

Any donations you raise will help dogs get the love and care they need. There are two ways you can fundraise:

1. **Sponsorship** - Set up a JustGiving page and share a link or QR code to collect donations. You could ask for an amount per lap, minute, or for the whole walk. Children can also fundraise by downloading a sponsorship form from the PAW Patrol on a Stroll website.
2. **Donation box** - Use a box to collect any money on the day.

There are lots of other ways you can raise money. Here are a few fun ideas to get you started:

- 🐾 **Sell PAW Patrol style cakes**
- 🐾 **Run a face-paint stand**
- 🐾 **Play 'guess the dog's name' using a dog toy**
- 🐾 **Guess the number of dog treats in a jar**
...or ask the children what they want to do!

Everyone's a winner!

Every child who takes part gets their own PAW Patrol sticker badge. And when you sign up to PAW Patrol on a Stroll, your nursery will be entered into a competition to win 1 of 3 PAW Patrol and Dogs Trust prize bundles for your nursery worth £500*. You can also download certificates from the PAW Patrol on a Stroll website to give to each child.

Go to bit.ly/3K0cARd for more details about the competition.

*t&cs apply, competition closes 29th May 2023

GETTING YOUR FUNDS IN THE RIGHT PAWS

After all the fun of PAW Patrol on a Stroll, it's really quick and easy to send your funds, so your hard work can help dogs who urgently need care.

Pay by phone

You can donate your total over the phone by calling 020 7837 0006 and using your credit or debit card.

Pay by cheque

Send your cheque to Dogs Trust, Post to: Freepost RTJA-SRXG-AZUL, 'PAW Patrol on a Stroll' Dogs Trust, 17 Wakley Street London EC1V 7RQ. Make sure to add your name and PAW Patrol on a Stroll in the letter so we know it's from you.

Pay online

If you've set up a JustGiving fundraising page online, you don't need to do anything as the donations automatically get transferred to us. Simple!

If you still need to set up your page, visit: bit.ly/3K0cARd

Or scan this handy QR code



QUICK FAQs

Do I have to set up a fundraising page?

We recommend using JustGiving to set up a page as it's really convenient and easy and all funds raised on your page will automatically be transferred to Dogs Trust. Alternatively, you can use the sponsor form in your pack and download more from the website to collect offline donations.

How do I find extra resources?

We've got lots of fun and educational activities and information online to help you raise more funds, like downloadable print-outs and activities. Just go to bit.ly/3K0cARd to see what's available.

How can I contact you?

Drop us an email at PAWPatrol@dogstrust.org.uk and we'll get back to you.