



Guidance for street and supermarket collections for Dog A.I.D.

- **Street collections** and any collections on public land require a licence from the local council, which can take time to organise. The first step is to contact them to apply for a licence. Search online with your local council's name and "street collection licence" and you should find the information needed, such as this [page](#) for Birmingham City Council or this [page](#) for Shropshire Council. Or you can call your local Council's main telephone number and ask for the street collection licence team.
- **Supermarket collections** and any other collections on private land, which may include areas which the public use, but the land is privately owned, such as outside a supermarket, shopping centre, or a train station, or leaving a collecting tin in a shop/office, will require permission. You will need to speak to the manager to gain this. Some supermarkets have a charity champion. They may ask you to put the request in writing to hold a collection so below is a template of the information you could use if so. Many Dog A.I.D. clients and their Assistance Dogs are well known in their local supermarkets so it's a great place to raise funds and awareness!
- It is important that you have secure collection tins clearly branded with Dog A.I.D. and our registered charity number (1178719), and an ID badge including details of your licence/permission. We can email tins, labels and the ID badge. Please email admin@dogaid.org.uk to let us know what you need.
- After the collection, please count the contents of the tin in the presence of another collector and make a note of the amount you have raised for your and our charity records.
- Find further information about fundraising for Dog A.I.D. and how to pay in the money you kindly raise for the charity at <https://dogaid.org.uk/fundraise-for-dog-a-i-d-1>



Template for letter for a store manager/private land manager

[Your address]

[Name of Manager]

[Their address]

[Date]

Dear [Name of Manager],

I am writing to ask if you would permit me to arrange a charity collection at your [location] in aid of Dog A.I.D. (Dog Assistance in Disability).

Dog A.I.D. (Registered Charity No. 1178719) empowers physically Disabled people to become more independent by coaching them to train their own pet dog to become an Assistance Dog. The charity transforms pets into partners and receives no government funding.

Dog A.I.D. has launched an emergency appeal as fundraising has been so difficult this year and we urgently need to raise funds to help the charity continue this amazing work to support many more physically Disabled people to train their own Assistance Dogs in future, and all the partnerships who have already been trained.

I am collecting for the charity because [brief reason - I have trained my amazing Assistance Dog with support from Dog A.I.D., I volunteer with the charity, I see Dog A.I.D.'s powerful impact through my friend/family ...]

I understand fully that you may support many charities throughout the year but permission for a collection on a [day of week] of your choice would be greatly appreciated at this critical time for Dog A.I.D.

Please let me know if you need a Letter of Authority from Dog A.I.D. and I can request one.

Thank you so much for considering this request, it would make such a difference to this life-changing charity.

Many Thanks

[Your name]