



BE A CORPORATE

**SUPER  
HERO**

FOR DOG A.I.D.



A partnership with Dog A.I.D. is a brilliant way to make a difference in your own local community. We'll work with you to develop a fun and mutually beneficial partnership that's uniquely tailored to your business. Whether you're a team of 3 or 3,000 - together you can make a difference!

## League of Corporate Heroes

**Our heroes are ordinary people doing extraordinary things to help Dog A.I.D.**

We're passionate about building business partnerships that are energetic, fun, engaging and responsive to the needs of your business. We are passionate about your business enjoying the partnership too. Each of our partnerships is unique and we want to explore the different ways we can work together to find a partnership that works for you.

By joining our "League of Corporate Heroes", you and your business will play a part in making a difference to people whose lives are affected with physical disabilities and their families throughout the UK.

**After all, heroes are just ordinary people doing *extra*-ordinary things!**

## League Levels



You've taken the first step and become a Dog A.I.D. Corporate Hero and have started your journey to raise up to £5,000! You've committed to helping us in any way you can, which is fantastic – thank you!



You've taken up the challenge, done some extraordinary fundraising and raised an amazing £5,000!



Your hard at work doing good for Dog A.I.D. and you've reached Superhero status, raising £10,000!



Your fundraising is legendary, and you've reached £25,000!



You've been inducted into the Dog A.I.D. Hall of Fame. Your support and fundraising has made you famous! You've raised more than £50,000, earning you a permanent place hanging proudly in our League of Heroes Hall of Fame

## Reveal your True Hero | Fundraising Ideas

Here are some ideas and inspiration for your Corporate Fundraising – but a superhero's powers know no limit, so feel free to add your own!

- Hold a “Dress Down Day” or host a “Christmas Jumper Day”
- Wear your pyjamas to work!
- Wear a crazy hat, loud tie or odd socks for the day
- Bake up a storm with a bake sale – or even challenge your colleague to a bake off
- Can you go 100 days without chocolate, alcohol, cigarettes or social media?
- Are you the office chatterbox? Why not take on a sponsored silence?
- Do a sponsored leg/chest wax!
- Take the plunge and shave your head or dye your hair bright red
- Be epic and take on a trek, climb a mountain or run a marathon – even great for teambuilding!
- Organise a footy or netball tournament
- Put on a Quiz night or hold a raffle or office sweepstake
- Throw a party or a glamorous charity ball
- Small change makes a difference, so grab one of our boxes and fill it with your loose change
- Take part in our Step Up challenge – can you beat your colleagues in the ‘pedometer’ stakes!?



## Event Sponsorship

A true win-win... Sponsoring one of our events (for example Workshops, or when we are out and about at Summer Fetes, Fayres and other events) gives your business great brand exposure, positive PR, and means all the money raised from the event goes straight to providing our life-changing work for people with disabilities throughout the UK!

## Cause-Related Marketing

Cause Related Marketing (CRM) is a fantastic way to promote your brand and raise money and awareness. Donating a percentage of sales from your product to charity has proven to increase sales, encourage positive brand awareness, maintain customer loyalty and gain new consumer interest.

Depending on your business, you may even be able to create a 'Dog A.I.D.' version of your product?

## Payroll Giving

Payroll Giving is a tax efficient scheme that allows you to make regular donations to Dog A.I.D. directly from your salary. Because your donation is taken out before tax, a £10 a month donation will only cost you £8.

You can even tie in your donation with another workplace scheme too - such as a Dress Down Day.

It's a very simple, tax efficient way to ensure that you are making a difference to the lives of people with disabilities throughout the UK.

For more information, please call 01743 588469 or email [admin@dogaid.org.uk](mailto:admin@dogaid.org.uk)

We will send you a form for you and your colleagues to complete – just fill in the form and choose the amount you wish to give each month



**Dog A.I.D. (Assistance in Disability)**

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