

Your guide to

RSPCA 

**SUNDAY
28 MAY
2023**

Million Paws Walk



**WALK TO FIGHT
ANIMAL CRUELTY**



INSIDE THIS GUIDE YOU WILL FIND:

- Let's put our best paw forward
- Be a superhero for dogs in need
- Fundraising tips and tools
- Your impact
- It took a superhero to save Delta
- Com-paw-titions

LET'S PUT OUR BEST PAW FORWARD

Each year dog and animal lovers around Australia come together to support RSPCA's biggest dog walking event, Million Paws Walk. On Sunday 28 May 2023 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.

Your fundraising for Million Paws Walk is vital to help us continue our important work. We rely on you to ask your friends, family and colleagues to donate to our cause.

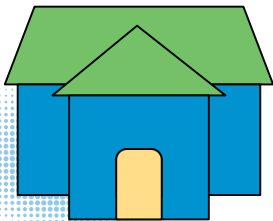
*THIS GUIDE WILL
HELP YOU ON YOUR
FUNDRAISING JOURNEY WHERE
YOU'LL FIND INFORMATION
AND TOOLS TO SUPPORT
AND ENCOURAGE YOU
ALONG THE WAY.*



BE A SUPERHERO 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 carrying out our services.

DID YOU KNOW THAT IN 2021/2022 FINANCIAL YEAR ACROSS AUSTRALIA



RSPCA opened its doors to **more than 94,800** stray, surrendered and seized animals

13,757 dogs and puppies were either rehomed or reunited with their families



Over 53,000 cruelty complaints were investigated

EVERY STRIDE 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.

FUNDRAISING TIPS & TOOLS

Thousands of dogs each year rely on the generosity and advocacy of superheroes 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 trips and tricks to get your fundraising off to a tail-wagging start.

JOIN OUR MILLION PAWS WALK HEROES COMMUNITY ON FACEBOOK

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 this May and be a hero for dogs in need. 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

Click here to view a whole bunch of resources created to help out our Million Paws Walk superheroes, including social tiles and posters.

ASK YOUR FRIENDS AND FAMILY FOR SUPPAWT

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?

EVERY DOLLAR 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 a warm bed, love and care for one day in our shelter.



\$36



\$58

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

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



\$90



\$252

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!



\$1008

IT TOOK A SUPERHERO TO SAVE DELTA

Delta was surrendered to us with her excitable siblings – but unlike the others, she had tetanus. Left untreated, it was life threatening. With the support of RSPCA community donations, Delta received the care she needed and improved day by day, and eventually found her forever home.

Her owners Delice and Luigi said:

"SHE IS SUPER SMART AND HAS ALREADY LEARNED HOW TO SIT, SHAKE, DROP, HEEL AND STAND! WE ARE AMAZED AT HOW FAR SHE'S COME AND HOW MUCH SHE'S SETTLED IN."



COM-PAW-TITIONS

Superheroes don't need recognition, but that doesn't mean some rewards along the way aren't nice!

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!

SELF DONATION PRIZE DRAW

Simply make a personal donation to your fundraising page, and you'll go in the draw to win 1 of 4 indestructible ChewProof dog beds (worth \$372 each).

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 kangaroo dog 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 a \$25 Royal Canin voucher and four FREE tickets to next year's Million Paws Walk.



RAISE \$1,008

YOU'RE A SUPERPOOCH

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

You've also earned your PAWsonalised polar fleece dog blanket as an extra special thank you for going above.



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ANIMAL CRUELTY**



**Join us on Sunday 28 May and
be a hero for dogs in need.**

millionpawswalk.com.au



@RSPCAMillionPawsWalk

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