

**Join our squad  
and help us score  
big for cats this  
summer!**



**CATS**  
**PROTECTION**

With one of the biggest women's sporting events just around the corner, every pass, every goal, and every victory on the pitch reminds us of the power of teamwork, and the same goes for us here at Cats Protection! We simply couldn't do what we do for cats without your support.

That's why, this summer as we cheer on the women's football teams, we're asking you to join our squad and help champion adopted cats.

Whether it's recreating epic penalty shootouts, donating with a friendly kick-about, a pre-match sweepstake, or anything else you can dream up, there's never been a better time to combine your love of cats and football to help us raise money for cats in need!



In this guide you will find inspiration for how to organise your own football-themed games. We'll also talk you through how to pay in your fundraising and the importance and impact of your donations.

**Use the contents below to jump to a particular section:**

- 4**    [How to run a sweepstake](#)
- 5**    [How to organise a charity football match](#)
- 8**    [How to organise a football viewing party](#)
- 10**   [Keepie uppie challenge](#)
- 12**   [Penalty shoot out](#)
- 15**   [Football-themed quiz](#)
- 17**   [Ready to kick off your fundraiser?](#)
  - 17**   [Paying in your donations](#)
  - 19**   [How your money helps](#)
    - 20**   [Choose where your money goes](#)
    - 20**   [How it works](#)
- 21**   [Your donations in action:  
Meet Red, the Anfield Stadium cat](#)
- 22**   [The legal bit](#)
- 24**   [Adoption at Cats Protection](#)
- 24**   [Finding your perfect match](#)
- 25**   [Ready to get started?](#)

# How to run a sweepstake

Add some fun to the summer football season with a sweepstake! It's an easy way to get everyone involved while supporting your fundraising targets.

1. Print the Team Draw Cards at [cats.org.uk/football-fundraising-resources](https://cats.org.uk/football-fundraising-resources)
2. Cut them out and put them in a hat/bowl.
3. Choose how much you want to charge to enter. For example, a £3 donation would buy blankets to keep cats cosy while they recover from surgery and wait to be adopted.
4. You could either set up a fundraising page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball) or donate directly at [cats.org.uk/fundraisingdonate](https://cats.org.uk/fundraisingdonate)
5. Have each participant draw a team.
6. Track match results on the Team Draw Cards at [cats.org.uk/football-fundraising-resources](https://cats.org.uk/football-fundraising-resources)
7. Award a prize to the winner (team that wins the final). This could be a percentage of the entry or another prize (like a donation from a company).



# How to organise a charity football match for Cats Protection

A charity football match is a brilliant way to bring people together, have fun, and raise vital funds for Cats Protection.

## 1. Pick your teams and format

Decide if your match will be:

- a friendly match between two local teams (for example, friends vs colleagues, parents vs teachers) or a simple friendly match in your local park with friends and family
- a mini-tournament with several local teams playing shorter matches in knockout or round-robin style

Choose a format that fits the time and players you have available.

## 2. Find a venue and set a date

Book a local pitch, sports ground, school field or community space. Make sure you have access to changing facilities, toilets, and any necessary equipment (balls, bibs, cones, first aid kit).

Pick a date that gives you time to recruit players and promote the event. Weekends usually work best for drawing a crowd.

Keep safety in mind. Have a first aid kit on hand and ensure all players warm up properly. Make sure the event is insured if needed, and that the venue is safe and suitable.



### 3. Recruit your players

Ask friends, family, colleagues or local clubs to form teams. You could:

- set a player entry fee (for example, £5 to £10 each) that goes straight to Cats Protection. Setting up a JustGiving page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball) is a great way to collect this
- encourage each player to get sponsorship from friends and family for taking part

You can also include mixed teams, five-a-side or even fun games like walking football to make it accessible for all ages and abilities.

### 4. Consider if you could also raise funds on the day

As well as the match itself, think about fun and simple ways to raise extra funds on the day.

- Charging entry for spectators (for example, £2 to £5 each)
- Selling refreshments: tea, coffee, cakes or snacks
- Setting up a merchandise or donation table with Cats Protection information
- Offering fun, non-gambling activities for families, like penalty shootout challenges or ‘guess the number of cat treats in the jar’

## 5. Promote your event

Get the word out early to build excitement and attract players, supporters and donations.

- Social media and local community pages
- Posters at local shops, cafés, schools and community centres
- Local newspapers, radio or sports groups

Make sure people know it's all in aid of Cats Protection!

## 6. Make it fun and fair

Ensure everyone knows it's a friendly fundraiser, good sportsmanship is key. Consider small prizes or certificates for things like:

- Best Team Spirit
- Player of the Match
- Most Enthusiastic Player

Add a fun, cat-themed twist if you like (maybe cat-ear headbands for the teams or a giant inflatable cat mascot!).

## 8. Thank everyone

At the end, thank all the players, volunteers and supporters. Share how much you raised and let everyone know how their efforts will help Cats Protection care for cats in need.





# How to organise a football viewing party

Gather your friends and family to cheer on your favourite team in your lounge or local pub and raise money for cats in your local area, it's a win win!

Don't forget to set up a JustGiving page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball) so those donations can come straight to Cats Protection.

[Back to contents](#)



The ultimate women's football viewing party for Cats Protection schedule:

## 1. Pre-game (one hour before kick-off)

- Welcome guests as they arrive and collect entry donations
- Set the mood with cat-themed snacks and drinks
- Consider hosting a sweepstake, or if you're able to get some prizes, sell raffle tickets to raise extra funds
- Encourage guests to share photos or stories of their cats to get everyone in the spirit!

## 2. Match time (during the game)

- Cheer on your teams!

## 3. Post-match

- Announce the total amount raised
- Draw the raffle and sweepstake winners
- Thank attendees and share how their donations will make a difference

Want to make your party a game-changer? You could score extra funds by adding donations to take part in a half-time cat-themed fancy dress competition. The winner gets front row tickets to the best seat in your lounge for the final half.





# Keepie uppie challenge

A fun and simple fundraising challenge that'll bring out the inner football star in your guests, perfect for aspiring Ronaldos and Lucy Bronzes alike!

## 1. Plan the challenge

- **Set a goal:** Examples: 'Do 100 keepie uppies in a day' or 'one keepie uppie for every £1 raised.' You could even have a friendly competition between your friends and family for who can do the most in 60 seconds
- **Pick a location:** A local park, school field, or even your garden. Any space big enough to contain a wayward ball or two!

## 2. Set up fundraising

- **Create a donation page:** Create your JustGiving page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball) to collect donations and sponsorship
- **Explain your challenge:** Add photos, videos, and a personal story to inspire people about why life is better with cats. Maybe you have your own cat adoption story you can share
- **Set a target amount:** Give people a goal to help you reach

### 3. Promote your challenge

- **Social media:** Post updates, training videos and your donation link. Be sure to use the #PerfectMatchChallenge
- **Tag friends:** Encourage others to take on the challenge or donate. For example, tag three friends to do 30 keepie uppies, and donate £3 to Cats Protection
- **Use our social assets:** Download our fundraising assets at [cats.org.uk/football-fundraising-resources](https://cats.org.uk/football-fundraising-resources)

### 4. Time to take on the challenge

- **Be sure to warm up properly!**
- **Record it:** Film your attempt to share your progress and prove your effort

### 5. Celebrate and thank supporters

- **Post the results:** Share how many keepie uppies you did and how much you raised
- **Thank donors:** A personal message or shoutout goes a long way
- **Donate the funds:** If you've not chosen to use JustGiving then more donation payment methods can be found at the end of this guide

### Bonus ideas

- Add forfeits (for example, 10 push-ups if the ball drops)
- Challenge friends to beat your total
- Organise a school or club-wide keepie uppie event



# Penalty shoot out

Keepie uppies not your thing, how about beating the goalkeeper?

## 1. Plan the event

- **Set a date and time:** Give yourself at least two to four weeks to promote
- **Book a venue:** A school field, sports centre or local football pitch... anywhere with a goal!

## 2. Organise the format

- **Participants:** Decide if it's open to all ages or divided by age/gender groups
- **Teams or individuals:** Each participant can take a set number of penalties (for example, five)
- **Goalkeepers:** Recruit volunteers or rotate keepers

### Optional extras:

- Knockout rounds
- Prizes for best scorer or best save
- Fancy dress theme

### 3. Set up fundraising

- **Entry fees:** Suggest a donation per player (for example, £2 to £5)
- **Sponsorship:** Players can get friends/family to sponsor them per goal scored. JustGiving is the easiest way to collect sponsorship, set up your page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball)

### 4. Promote the event

- **Posters:** Use our poster templates to tell people about your fundraising challenge
- **Social media:** Share the event details and donation link. Post countdowns and challenge
- **Download our fundraising assets** at [cats.org.uk/football-fundraising-resources](https://cats.org.uk/football-fundraising-resources)

### 5. Run the event

- **Set up the pitch:** Mark penalty spots and goals. Use cones if needed
- **Volunteers:** Have helpers for registration, scorekeeping, photos and first aid
- **Have fun:** Play music, cheer everyone on, and keep the vibe positive and inclusive



[Back to contents](#)

## 6. Wrap up and celebrate

- **Announce winners:** Give small prizes, certificates or even a small trophy
- Thank supporters and share the total you raised!

### Bonus ideas

- Combine with other activities (bake sale, raffle, tombola)
- Live stream the shootout for remote supporters
- Invite people to guess how many goals will be scored (with a small prize for the closest guess)



# Football-themed quiz

Maybe a quiz is more your style? A classic fundraiser and always a winner.

## 1. Choose a date and venue

Pick a pub or community space. Confirm the date and book in advance. Ask if they'll donate a portion of the night's proceeds or waive venue fees for charity.

## 2. Download our fundraising materials

Download our list of football-themed quiz questions at [cats.org.uk/football-fundraising-resources](https://cats.org.uk/football-fundraising-resources) and check out all the resources we have on pub quizzing [bit.ly/quiz-resources](https://bit.ly/quiz-resources)

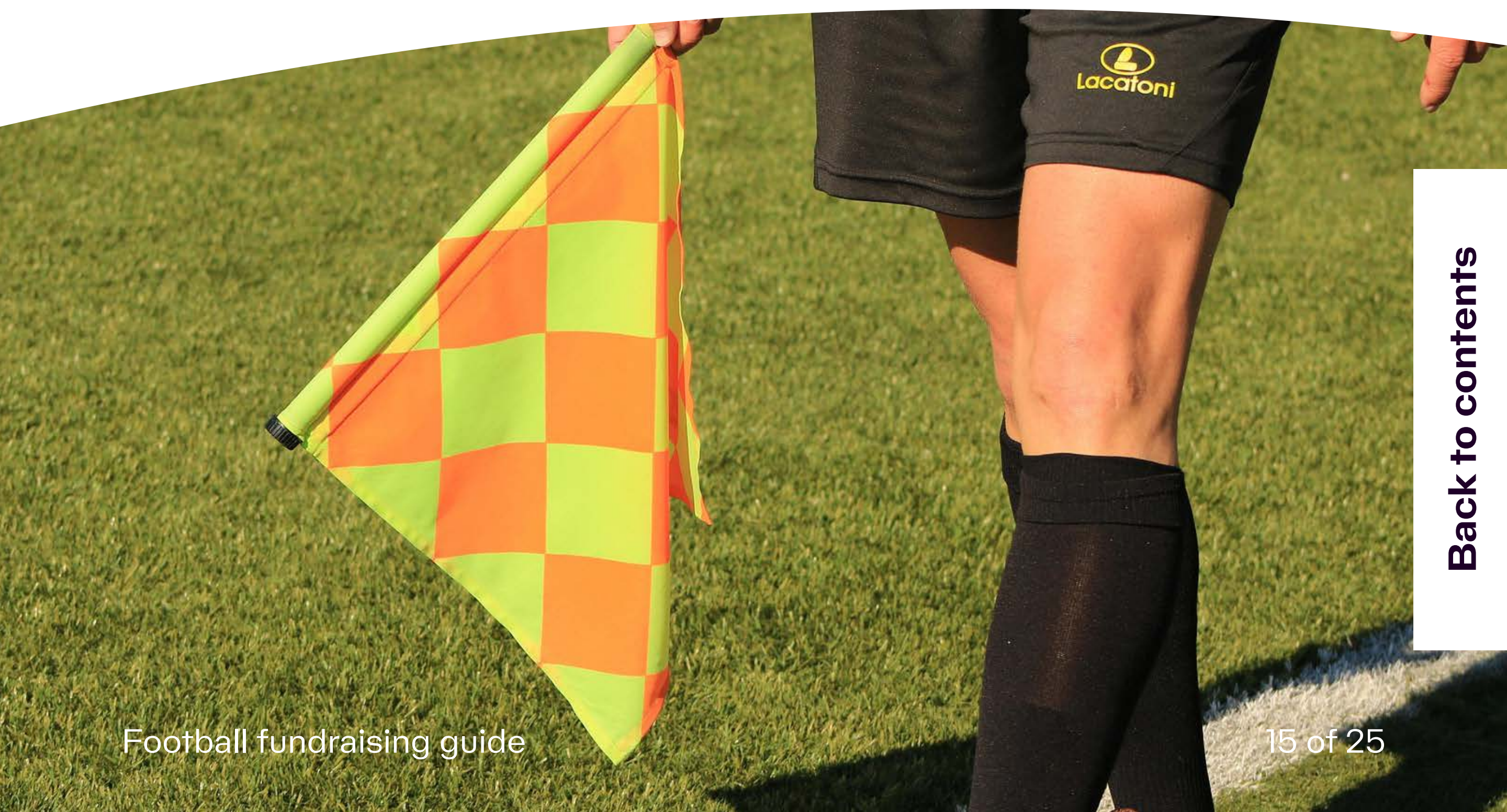
## 3. Plan the quiz

Create four to six fun rounds (for example, General Knowledge, Cats, Football, Picture Round).

Aim for six to 10 questions per round. Why not also include a cat-themed round for fun?

## 4. Promote it

Make posters, create a Facebook event, and ask the pub to help spread the word.



[Back to contents](#)



## 5. Raise funds

Charge a small entry fee per team (£2 to £5 per person).

You could also run a raffle, bake sale, or have a 'guess the number of cat treats in the jar' game for extra donations.

## 6. On the night

Bring pens, answer sheets, and a microphone if needed. You may also want to get some small prizes to award to the winning team.

## 7. After the quiz

Collect and donate the money raised via the Cats Protection donation page at [cats.org.uk/fundraisingdonate](https://cats.org.uk/fundraisingdonate) Share how much you raised and be sure to thank everyone for their support.

To help get you started, we've put together a round of cat and football themed questions, the perfect match!



# Ready to kick off your fundraiser?

Set up a JustGiving page at [bit.ly/JustGivingFootball](https://bit.ly/JustGivingFootball)

Register your fundraiser and get access to lots of fundraising materials to help you plan your perfect event!

## Paying in your donations

We have several ways to pay in your hard-raised funds.

### Online

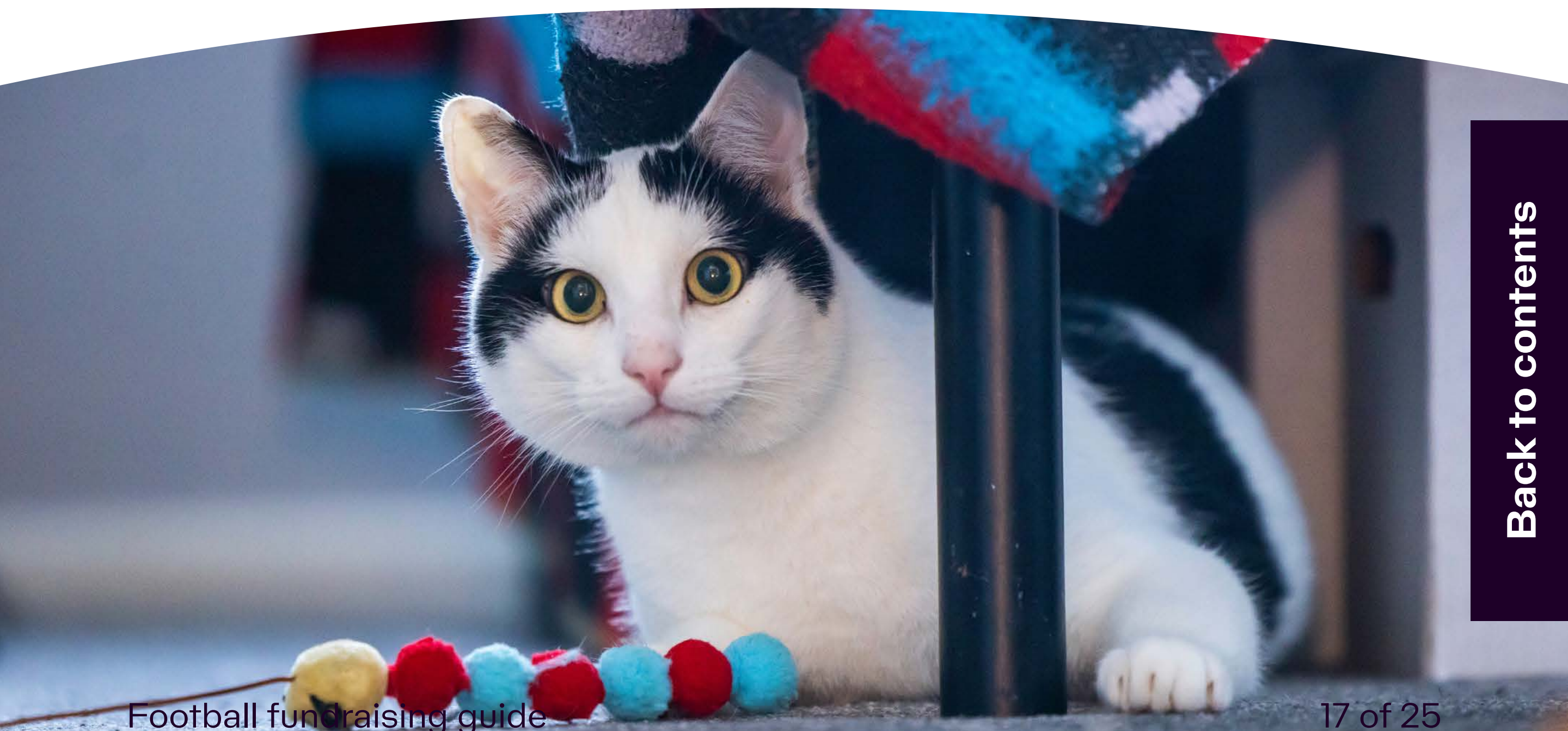
Visit [cats.org.uk/fundraisingdonate](https://cats.org.uk/fundraisingdonate) and pay in your donation online.

### Through your JustGiving page

There's nothing you need to do. JustGiving will send the donations you've raised online to us on a weekly basis. Easy as pie!

### Phone

Call 0800 917 2287 and pay with a credit or debit card over the phone. Please give full details of your fundraising activity.



## Bank/BACS transfer

Pay directly to the Cats Protection account:

**Sort code** 20-42-66

**Account number** 8024 0168

Please use a reference with your **first initial** and **surname** and then **COMFR**.

If you are able to let us know when you pay money in and how much that will help greatly in reconciling your fundraising. Do this by emailing [fundraiseyourway@cats.org.uk](mailto:fundraiseyourway@cats.org.uk)



[Back to contents](#)

# How your money helps

Every amount you raise, no matter how big or small, makes a huge difference to the cats and kittens in our care.

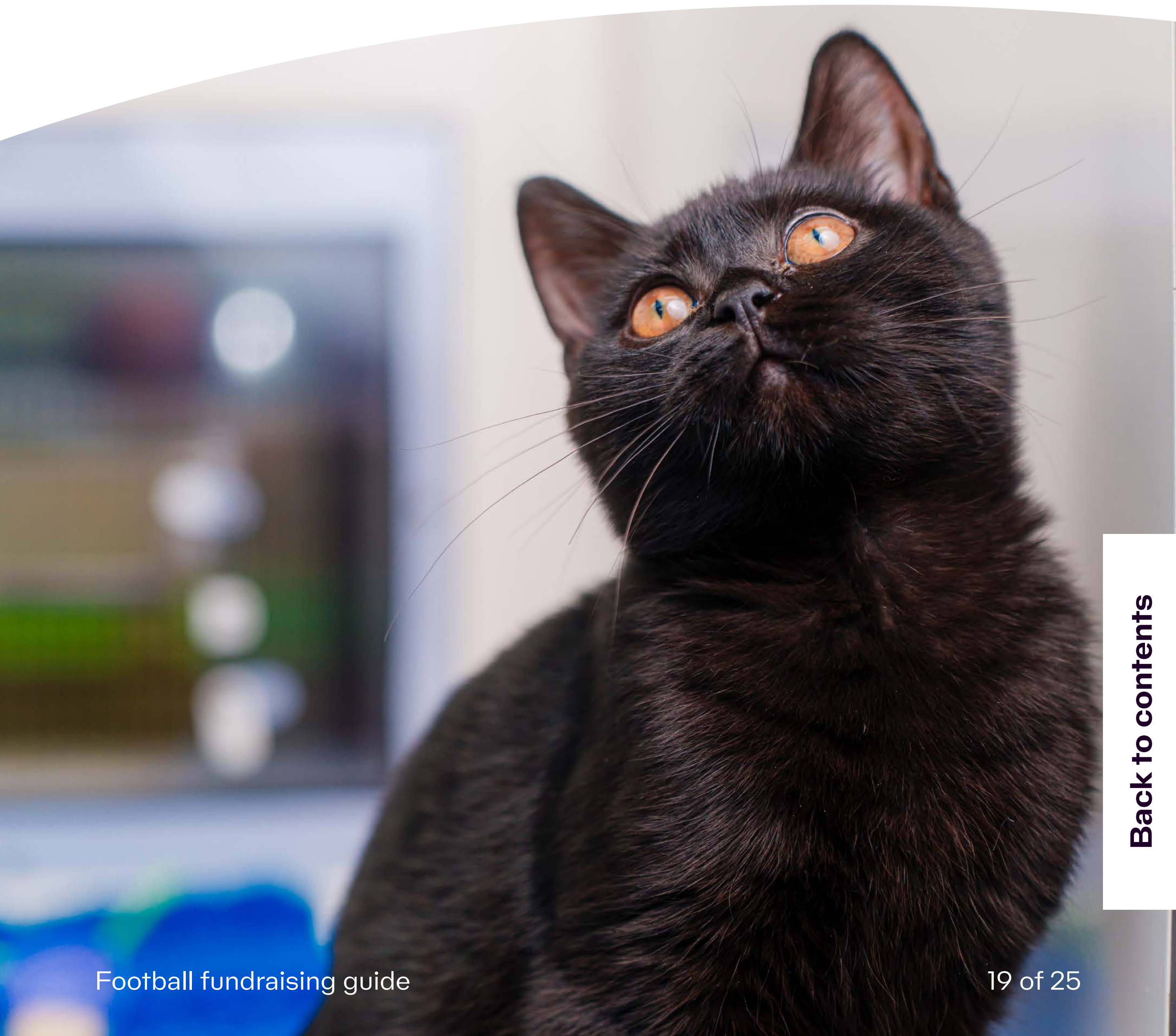
**£3** covers the cost of two packs of toy balls

**£10** covers the cost to feed two cats for 25 days

**£30** covers the cost of four rolls of vet bedding to keep cats warm and cosy

**£100** covers the cost for one cat to receive full veterinary treatment before being rehomed

Every pound you raise helps us score big for cats in need, funding the care, support and love they need to find their forever home. Together, we can help more cats make it to their dream team!



[Back to contents](#)



## Choose where your money goes

When you choose to fundraise for Cats Protection, you have a unique opportunity to select your local volunteer team or centre to receive the money you've raised. This means that your contributions will go directly to the cats in your local area, helping with essential services like rehabilitation and adoption. Different volunteer teams and centres often have specific needs and initiatives, so by directing your fundraising efforts locally, you can help address those needs and make a meaningful impact in your community.

If no volunteer team or centre is selected then we will direct the funds to where the need is greatest.

## How it works

1. When you sign up to fundraise, simply type the name of the local Cats Protection you wish to support.
2. Complete your fundraising activity.
3. Once you've raised your funds, they will be directed to your chosen local Cats Protection, ensuring that your hard work translates into real support for cats in your area.

# Your donations in action:

## Meet Red, the Anfield Stadium cat



A stray cat spotted roaming Anfield Stadium after match days has now found a loving home, thanks to support from people like you.

Named Red after Liverpool FC's colours, the two-year-old was discovered by staff hiding under the stands and scavenging food left by fans. Concerned for his welfare, the club contacted Cats Protection and our team stepped in to help.

With help from the grounds staff, we safely trapped Red, who was even spotted doing his business on the pitch (though there's no sign he supported Everton!).

Now renamed Tommy, he's living the good life with the Corrie family. They told us: "He was shy at first, but within days he was ruling the roost. We've all fallen in love with him, even our relatives in Australia!"

But Red's story is just one of many. More cats are coming into our care every day, often abandoned or given up due to illness, behaviour or cost. Your donations help us be there for the next cat like Red. No matter how long it takes, we're here to help every cat find their forever home team.

# The legal bit

Fundraising events provide a way of giving while having fun, keeping fit or making a difference in your community. Event organisers should always have appropriate insurance, licences and permissions in place. This includes permission to use the venue, sell alcohol and prepare food.

## Top tips to keep your fundraising safe and legal

- **Comply with regulations:** Follow the Fundraising Regulator's Code of Fundraising Practice. There are a number of rules and regulations related to running any type of gambling. You must follow the rules for the type of lottery you plan to run, otherwise you could break the law and face a fine or imprisonment. Find out if you need a licence here. If you need more advice or guidance please email [fundraiseyourway@cats.org.uk](mailto:fundraiseyourway@cats.org.uk)
- **Obtain necessary licences and permissions:** Check if you need licences for things such as public collection, alcohol sales and entertainment. You may also need to gather permission to fundraise, for example if you are fundraising on private property. Contact your local authority to find out any limits that might be in place. You can find more information at [fundraisingregulator.org.uk/guidance/topics/community-fundraising-and-events](https://fundraisingregulator.org.uk/guidance/topics/community-fundraising-and-events)
- **Get insurance:** While not legally mandatory, obtaining public liability insurance for fundraising events is crucial for managing risks and protecting your charity from potential financial losses. Additionally, requiring stallholders to have their own insurance ensures comprehensive coverage for all participants. Employer's liability insurance is required if you have staff/volunteers
- **Conduct a risk assessment:** Identify hazards, implement risk controls and document the process

- **Ensure food safety:** If providing food, comply with food safety regulations. Consider using professional caterers. Read more at [food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events](https://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events)
- **Handle money securely:** Have two unrelated people present when counting money, use secure containers, and bank funds promptly. For more information visit [fundraisingregulator.org.uk/code/all-fundraising/processing-donations](https://fundraisingregulator.org.uk/code/all-fundraising/processing-donations)
- **Protect personal data:** Comply with data protection laws (GDPR) when collecting attendee information. Please ensure that you only collect and keep the data you need for your fundraising event. When you no longer need the data, please destroy it securely. More information at [bit.ly/GDPR-briefings-fundraising](https://bit.ly/GDPR-briefings-fundraising)
- **Obtain permission to take photos/videos:** Get consent for taking photos/videos. Use media consent forms if needed
- **Provide first aid:** Arrange appropriate first aid coverage based on the event type and size
- **Be transparent:** Clearly communicate that the event is “in aid of” your charity
- **Safeguard vulnerable groups:** Take extra precautions if children or vulnerable adults are involved
- **Keep records:** Maintain documentation of your planning, risk assessments and financial transactions

Our friendly team is here to advise you on planning and organising your fundraising but it is your responsibility to keep your activity safe and legal for everyone involved. We are unable to accept any liability for ‘in aid of’ fundraising.

# Adoption at Cats Protection

## Finding your perfect match

Fluffy cats, scruffy cats, tiny cats, mighty cats, we've got incredible players ready to join your home team!

Helping you to find your perfect match through adoption is what we do best. It's all about connecting you with that special star player who fits seamlessly into your life and captures your heart.

Whether you're looking for a sideline snoozer, an energetic team player, or a captain of the sofa, our experts are here to help you find the teammate that's right for you.

Every cat adopted from Cats Protection comes vaccinated, neutered, microchipped, and fully health-checked; prepared to make their triumphant home debut with you.

Because adoption helps you find your perfect match.

Ready to kick off your adoption journey?

Find out more: [cats.org.uk/adopt-a-cat](https://cats.org.uk/adopt-a-cat)







## Ready to get started?

For further fundraising support and fundraising materials please visit [cats.org.uk/fundraiseyourway](https://cats.org.uk/fundraiseyourway) or email [fundraiseyourway@cats.org.uk](mailto:fundraiseyourway@cats.org.uk) for more information.



Cats Protection is a registered charity 203644 (England and Wales), SC037711 (Scotland) and is listed as a Section 167 institution by the Charity Commission of Northern Ireland. | DCF\_25\_571