



**Paw Pals**  
Program

## **Paw Pals Appeal Fundraising Toolkit**

**Small paws.  
Big steps to learning.**

Help children  
reconnect with  
education.





## Why we need your support

**At MacKillop, we know education is vital to help young people achieve their goals. However, many young people are facing challenges that can interrupt their learning.**

- 1 in 5 students don't finish Year 12, high school attendance is still below pre-COVID level, and school refusal impacts social connection and future employment.
- Many students experience anxiety, stress, behavioural issues, disability, or mental health concerns that hinder school engagement.
- Adverse experiences (family stress, unstable housing, caring responsibilities) reduce school connection.

**By joining our Paw Pals community, you can make a difference by helping to create positive experiences for young people on their school journey.**

## How you can make a big impact!

**A big thank you and congratulations for choosing to fundraise for our Paw Pals animal-assisted education program!**

### Here's how your support will help:

- You're helping to lower stress levels**  
A Paw Pal like Marlowe helps students who have gone through trauma to feel safe, improving their ability to learn.
- You're helping children identify and manage big emotions**  
Through simple activities like rolling a die with their Paw Pal facilitator, students learn to explore feelings, practicing to recognise emotions in themselves and in their therapy dog.
- You're helping to develop kids' social skills**  
A Paw Pal helps nurture skills like patience, trust, teamwork, and cooperation, boosting confidence in social situations.



### From withdrawal to connection

Mia barely spoke in sessions at first and struggled to engage in any learning. Over time, therapy dog Mango became Mia's safe point. She started engaging with Mango, then with the Paw Pals education facilitator, and eventually began participating in activities. Seeing that shift from withdrawal to connection was incredibly powerful. It reminded us how a calm, non-judgmental approach can open doors that words sometimes can't.

It's wonderful to see how a therapy dog and facilitator can help promote a calm and safe environment where students feel safe to re-engage with their learning.

## Fundraising inspiration

Now for the fun part! Choose what you want to do and ask your friends and family to sponsor you.

### Here are a few ideas to get you thinking:

- Host a doggy morning or afternoon tea
- Do a read-a-thon with your children and their paw pal
- Run, walk or roll with your dog in a mini-thon
- Teach your dog a new trick and get sponsored per attempt
- Ditch a daily habit for a month and donate the savings
- Hold a twilight picnic with your pet at a park
- Cook at home in lieu of take out and donate the savings

***The sky is the limit! Anything you love doing with your dog, kids or family can become a fundraiser this April. You can go solo or set up a team.***



## Tips for fundraising success

### Here's how to make your challenge a success:

- Have fun and enjoy being a great friend of our Paw Pals community to help keep kids at school
- Share your fundraising page with your family, friends and colleagues
- Spread the doggy love on your socials
- Be proud of yourself for helping to build brighter futures for young people

### How we can support you:

1. We'll send you updates, stories and fundraising tips about the impact that you're making. Feel free to share this content with your family and friends.
2. If you'd like more support, contact our friendly fundraising team on **1300 218 935** or at **support@mackillop.org.au**. We are all here to help you!



# Your steps to fundraising success

**1** Register your fundraising event at [pawpalsappeal.org.au/fundraising](https://pawpalsappeal.org.au/fundraising)



**2** You'll receive an email confirming your fundraising challenge

**3** Be courageous when setting your fundraising goal. Don't be afraid to aim high. You'll be amazed at what you can achieve. Here's an example of how to raise \$500 (or more) in four easy steps:

1. Sponsor yourself first to show your commitment = \$50
2. Ask five family members and friends to donate \$50 each = \$250
3. Ditch your morning coffee for a month and donate = \$150
4. Cook at home in lieu of take out for five nights = \$100

**4** Follow us on social media for updates and stories @[@mackillopfamilyservices](https://twitter.com/mackillopfamilyservices) and @[@mackillop.pawpals](https://twitter.com/mackillop.pawpals)

**5** Share and promote your challenge far and wide to spread the furry love!



**6** Have fun and enjoy the challenge because your efforts will help children feel safe, confident and re-engaged with learning.

We'd love to see your photos, please tag us on the handles @[@mackillopfamilyservices](https://twitter.com/mackillopfamilyservices) and @[@mackillop.pawpals](https://twitter.com/mackillop.pawpals) and use the hashtag #[#pawpalsappeal](https://twitter.com/pawpalsappeal).

## Remittance and receipting

If your supporters give you cash instead of donating on your fundraising page, you can:

- Donate on their behalf directly to your fundraising page
- Send a cheque to *MacKillop Family Services*. Remember to include your full name and Fundraiser ID, or
- Call **1300 218 935** to make a payment by credit card

**Tip:** Whenever you can, encourage your supporters to donate directly to your fundraising page, it really helps reduce admin for everyone, and they'll receive a tax receipt in their own name immediately.



**A very warm and furry thank you for choosing to be a part of our Paw Pals community supporting young people to stay connected to their education.**

## **Contact Us**

 **1300 218 935**

 **support@mackillop.org.au**

 **pawpalsappeal.org.au/fundraising**



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Major Partner:



Supporting Partners:

