

Your Animals & Ales Fundraising Toolkit

What is Animals & Ales?

It's more than just a pet photo contest — it's a fundraiser for Veterinarians Without Borders (VWB)! Your pet becomes a furry fundraiser, helping raise money to support animal health, emergency veterinary response, and One Health programs across Canada, Alaska, and around the world.

Whether your pet is a couch potato, a toy-chasing maniac or a goofball, they can be a hero by helping raise funds to support animals, people, and the environment.

Your Mission (If You Choose to Accept It)

Raise as much as you can to support animals in need by sharing your pet's page with friends, family, coworkers, and fellow pet lovers. Every dollar raised = 1 vote in the contest!

Top 1st, 2nd & 3rd fundraisers win amazing prizes and bragging rights — plus the opportunity to be featured on one of three beer labels!

How to Get Started

- 1. Register Your Pet:** Go to vwb.org/animals-and-ales-canada-2025, upload a photo, and set a fundraising goal.
- 2. Customize Your Pet's Photo Page:** Write a few sentences about your pet and why you're raising money for VWB. Be heartfelt or funny — whatever feels natural.
- 3. Share & Ask:** Use email, social media, and in-person convos to tell people why this matters to you. Tip: start with close friends — they're most likely to donate! To help with asking, use the sample copy provided on page 3 and/or the "Sponsor My Pet" card on page 4.

Contest Dates:

August 11-25, 2025





Tips & Tricks To Help You Raise Funds

Start With Your Inner Circle

Family, friends, coworkers, your vet, groomer, dog walker, park friends — anyone who knows and loves your pet.

Make It Personal

Tell people why you care about helping animals, especially in underserved and remote communities that lack access to veterinary care. Go even further by making a \$25 self-donation to inspire others!

Use Photos & Videos

Nothing says “donate now” like a wagging tail or curious kitten. We know you have cute content!

Thank Donors Promptly

A quick text, DM, or shout-out to say “thanks for donating” goes a long way.

Remind Without Being Pushy

Most people need to see something 2–3 times before they take action. It’s okay to follow up and remind them to donate/vote for your pet. A little nudge never hurts!

Set Milestones

Keep momentum going by sharing your milestones. For example, “We just hit \$100 — help us reach \$200 by Friday!”

You’ve Got This!

Frequently Asked Questions

- ✓ **Is this just a pet photo contest?**
No — it’s a fundraiser first. Funds raised go directly to Veterinarians Without Borders to support their animal health programs.
- ✓ **Where does the money go?**
Funds support VWB’s work, including:
 - Emergency veterinary response
 - Animal welfare in remote communities like Canada’s North and Alaska
 - Global One Health initiatives that protect people, animals, and ecosystems
- ✓ **Is there a minimum I need to raise?**
There’s no minimum, but the more you raise, the better your pet’s chances of winning — and the more impact you’ll have! Check the leaderboard to see where you rank and keep aiming high.
- ✓ **Do donors get tax receipts?**
Yes! All donations of \$5 CAD or more are eligible for a Canadian tax receipt. They’re sent automatically by email.
- ✓ **I don’t like asking for money. How do I make this feel more comfortable?**
You’re not asking for money for you (or your pet) — you’re inviting people to support an important cause through your adorable pet. Keep it light and joyful. Most people want to help animals!

Let’s raise a glass for pets in need
Questions? Email fundraising@vwb.org

Need Help Asking for Donations?

We've Got You.

We know asking for support can feel a little awkward, but it doesn't have to be! That's why we've created ready-to-use sample messages for social media and email to make it easy. You'll also find a printable "Sponsor My Pet" card on the next page, perfect for sharing with friends, coworkers, or family to rally votes for your special pet.

1. Sample Social Post #1:

🐾 Meet Luna the Wonder Dog 🐶 She's entered in the Animals & Ales pet photo fundraiser to help animals and communities in need across Canada and beyond. Every dollar = one vote. Every vote = support for Veterinarians Without Borders' lifesaving work. Can you help Luna raise \$100 for animal health?

[Insert your fundraising page link]

#AnimalsAndAles2025 #VetsWithoutBorders #PetPhotoFundraiser #SupportAnimalHealth

2. Sample Social Post #2:

Hey friends! *[Pet's Name]* entered a photo fundraiser to help animals in need through Veterinarians Without Borders. Every dollar donated = one vote. Can you spare \$5, \$10 or even \$20 to help my pet make a difference and possibly become the face of a beer? Here's the link: *[insert your pet's page]*

#AnimalsAndAles2025 #VetsWithoutBorders #PetPhotoFundraiser #SupportAnimalHealth

3. Sample Email Ask Copy:

Subject: Can you help *[Pet's Name]* make a difference?

Hi,

I just entered *[Pet's Name]* into Animals & Ales Canada 2025 — a pet photo contest that's also a fundraiser for Veterinarians Without Borders. It's a cause I care about because the money raised helps provide emergency veterinary care, mobile clinics in remote northern communities, and support for animals impacted by disasters and crises like the war in Ukraine.

That's why I'm asking: Would you donate a few dollars to support *[Pet's Name]* and animals in need? Every \$1 donated = 1 vote in the contest.

👉 *[Insert fundraising page link here]*

Thank you in advance for your support!

[Your Name] & [Pet's Name]

4. Sample Email Reminder Copy:

Subject: Quick reminder — *[Pet's Name]* still needs your vote!

Hi,

Just a quick nudge in case you missed my message earlier! I entered *[Pet's Name]* into Animals & Ales 2025, a fundraiser and pet photo contest supporting Veterinarians Without Borders. Every \$1 = 1 vote, and your donation helps provide care for animals in need — like Manfred, a senior dog in northern Canada who needed veterinary treatment, or pets impacted by wildfires or disasters.

If you're able to support us, here's the link again:

👉 *[Insert your fundraising page link]*

Even a small gift makes a big difference. Thank you so much for cheering us on!

With gratitude,

[Your Name] & [Pet's Name]

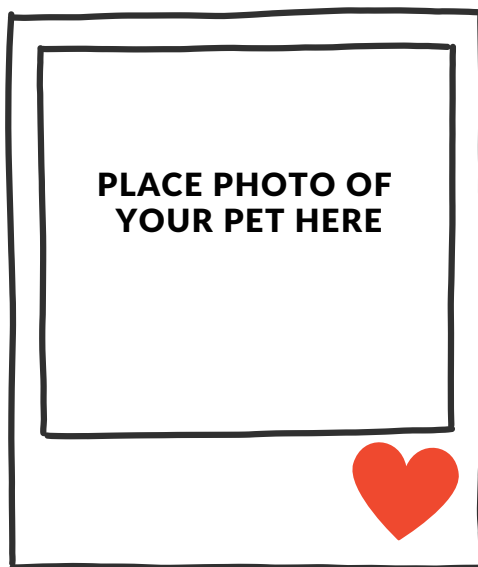
Sponsor My Pet

Help me to raise \$100 for VWB's Animals & Ales!

\$20



BE MY
WALKING BUDDY



\$25



BE MY
BIGGEST FAN

\$15



BE MY
ADVENTURE GUIDE

\$10



BE MY
TREAT PROVIDER

\$5



BE MY
BELLY RUB GIVER

\$5



BE MY
SNUGGLE BUDDY

Total Goal:
\$100

\$20



BE MY
FETCH PARTNER

Choose one or more squares to sponsor me and help raise lifesaving funds for Veterinarians Without Borders (VWB) work in animal health, disaster rescue and response, and sustainable livelihoods. Thank you!