



SERVICE DOGS UK

Fundraising Pack

Thank you for supporting Service Dogs UK. As a small charity, every penny raised helps us change the lives of rescue dogs and Veterans affected by PTSD.

We are Service Dogs UK

At Service Dogs UK, we train and provide Assistance Dogs specifically trained to help mitigate the symptoms of Post Traumatic Stress Disorder (PTSD) from rescue, for Military and Blue Light Veterans.

"Dolly has completely changed my life. I have gained confidence through attending training, coming together with people in the same boat; there is a huge sense of belonging. Dolly has taught me how to start having fun again."

Katharine, Blue Light Veteran, speaking about Dolly, her PTSD Assistance Dog



We select rescue dogs to be trained as PTSD Assistance Dogs to the highest international standards, so they and their Veterans will have Public Access (as covered by the Equality Act 2010).

Having a PTSD Assistance Dog can lead to more, or regained, independence, confidence, 24/7 support & a different way of coping with daily life for a Veteran. We continue to support both Veteran and assistance dog, as part of our ongoing commitment to 'those that serve', past or present.

Types of Veterans we Accept

We currently accept applications from members/Veterans who have served or are serving in HM Armed Forces & Emergency Services including:



Get Involved

Every action makes a difference

There are so many ways you can help change lives through Service Dogs UK. Together, we can give more people the independence, confidence, and companionship they deserve.

Join Our Volunteer Pack

Whether it's helping at events, supporting our training team, or spreading the word, your time and enthusiasm make a real impact. Here are some of our Volunteering roles:

Foster a Rescue

Provide a safe and loving environment for these remarkable dogs during their training period.

Events Volunteer

This is a varied role, which can change depending on the type of event you are asked to attend.

Sponsor a Rescue Dog

Follow a dog's incredible journey from the point of rescue to trusted partner. Sponsorship starts from just £1 a week, and all of your money goes to the charity so that we can change lives 'two at a time'.



Meet our Rescues

Send us a Donation

We are a small charity, so every pound you give helps us train and support our assistance dogs who bring independence, confidence, and hope to those who need them most.



Send us a donation

Contact us



getintouch@servicedogsuk.org



0330 120 0755



www.servicedogsuk.org



Assistance Dogs INTERNATIONAL
ACCREDITED MEMBER



Assistance Dogs INTERNATIONAL
EUROPE (ADEU)

Service Dogs UK is a registered Charity in England & Wales (no:1165409) and a company limited by guarantee (no:9553131) registered in England & Wales.
Registered address: Fareham Marina, Lower Quay, Fareham, Hants, PO16 0PA



PTSD Assistance Dogs, from rescue,
for Military & Blue Light Veterans

Changing Lives, Two at a Time

It is easy to forget, that those who serve on the front line, be it at home or abroad, often see and experience awful things so that you and I do not have to.

But this bravery does come at a cost for some and they need your support!



"Bracken makes it impossible for me to mask how I'm feeling; he knows everything. He has given me a routine and a reason to get out of bed."

I now have a purpose and have a responsibility to Bracken."

Rebecca, Army Veteran, speaking about Bracken, her PTSD Assistance Dog

What is PTSD?

Post Traumatic Stress Disorder (PTSD) is the brain's natural response to an extremely traumatic experience or experiences. For those in the Armed Forces, it's often triggered by being in combat. For those in the Emergency Services, it can be triggered by life-threatening experiences such as having to deal with horrific roadside accidents or stabbings. They can be situations where the person feels intense fear and/or helplessness.

People who suffer from PTSD can have various symptoms that make life very difficult and disabling - just because you cannot see the injury doesn't mean it's not there. Typically, sufferers will experience or feel anger, grief, flashbacks, guilt, despair, fatigue, depression, emotional numbness, sleeplessness, loss of trust, feeling overwhelmed, fear, work/family problems, frustration, insecurity and self-doubt.

Why Rescue Dogs?

We feel that our Veterans will have an empathy with rescue dogs. They know what it is like to be in a difficult and sometimes desperate situation. Now they can change a dog's life for the better and change their own lives at the same time. Doing something positive is a very powerful feeling! Rescue dogs, like Veterans with PTSD, have their 'battle' scars and being able to help each other empowers both.

Dogs really can help!

Research indicates that there are several benefits of specifically trained dogs in terms of mitigating the symptoms of PTSD. Dogs are able to 'draw out' even the most isolated people. Through engaging with a dog, Veterans are able to overcome emotional numbness and lower social barriers.

Through our unique programme, Veterans are guided by our experienced team in two weekly sessions, where they learn how to train, care for and work alongside their dog to build a strong partnership. By training their own assistance dog, Veterans develop new skills and rebuild a sense of purpose and self-worth. The process helps improve communication, reduce frustration and fear, and creates a deep bond built on trust. By bonding with a dog emotionally, Veterans feel more able to be out in the world, to engage; it's much easier to talk about dogs than yourself!

Having an Assistance Dog means working as a partnership. There is a need for responsibility, for continued training and routine which involves going out at least twice a day, this physical exercise also helps someone feel better.

An Assistance Dog is able to perform specific tasks that will make life easier for the Veteran, allowing them to regain their independence and confidence, they also give non-judgemental friendship, comfort and importantly 24/7 assistance.

Our Life-Changing Impact

Independent evaluation conducted in partnership with the Anglia Ruskin University (ARU) OneWelfare Research Group. The project, led by researchers Zoe Thomson MSc and Dr. Nieky van Veggel, set out to measure the impact of SDUK's PTSD assistance dog programme and develop a sustainable strategy for long-term impact monitoring.

The findings are both powerful and affirming: the SDUK programme delivers significant, measurable improvements in the lives of Military and Blue Light Veterans living with PTSD. The quantitative analysis of feedback from participants showed statistically significant improvements in key areas, including:

- **Reduced PTSD symptoms**, particularly in nightmares, flashbacks, & panic attacks
- **Increased self-motivation & confidence**
- **Improved relationships** with partners & children
- **Greater social trust & engagement** in public life

These results highlight how our unique dual-impact model - pairing rescue dogs with Veterans - directly supports mental health recovery and reintegration into daily life.



[Read the full report](#)

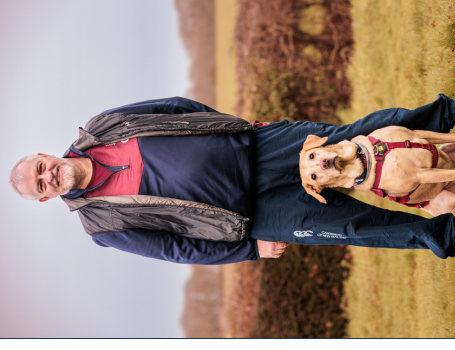
What trained PTSD Assistance Dogs can do!

Specially trained dogs can do many practical things, such as fetching items and other 'classic' assistance dog tasks. Our dogs are also trained in more 'specific' tasks for the particular Veteran and their PTSD condition, such as:

- **Nightmares;** our dogs wake you, nudge, lick & calm you.
- **Medication;** our dogs can retrieve medication safely and on alert.
- **Panic & Anxiety;** our dogs are trained to distract you when you feel tense.

Why does it work?

Bonding with a dog releases the hormone **oxytocin** in the brain which impacts positively on trust, empathy and reduced anxiety - allowing for a sufferer to engage more in social activity. Oxytocin is also being researched specifically in relation to treating PTSD.



"Milo has changed mine and my families lives. I have learnt how to be a husband and father again thanks to him."

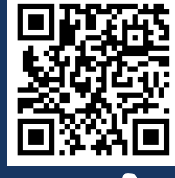
He gets me out and about, and I feel as if he has my back all the time."

Stuart, Blue Light Veteran, speaking about Milo, his PTSD Assistance Dog

About our Programme

We run an intensive 9-month training programme, with two weekly sessions, pairing Veterans with a carefully selected rescue dog to develop a life-changing PTSD Assistance Dog partnership. Each dog is thoroughly assessed for temperament before being matched with a Veteran in need of companionship, purpose and support.

These dogs are not pets — they are highly trained to provide 24/7 support as working PTSD Assistance Dogs.



[Visit our website](#)



CHANGING LIVES, TWO AT A TIME

Service Dogs UK train and provide Assistance Dogs specifically trained to help mitigate the symptoms of Post Traumatic Stress Disorder (PTSD) from rescue, for Military and Blue Light Veterans. We continue to support the partnerships as part of our ongoing commitment to 'those that serve', past or present.

SERVING MILITARY & BLUE LIGHT VETERANS WITH PTSD



 getintouch@servicedogsuk.org

 0330 120 0755

 www.servicedogsuk.org

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Charity Gift Aid Declaration

Boost your donation by 25p of Gift Aid for every £1 you donate.

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

☐ Yes, I am a UK taxpayer.

I would like Service Dogs UK to treat all donations I have made for the past four years and all future donations as Gift Aid donations until I notify you otherwise.

By ticking this box, I confirm that I am paying an amount of income tax and/or capital gains tax for each tax year, that is at least equal to the tax all charities & CASCs will reclaim on my donations in the appropriate tax year.

I understand that if I pay less income and/or capital gains tax to cover the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

I want to Gift Aid my donation of £ _____

giftaid it

My Details:

Title _____ First name or initial(s) _____

Surname _____

Full Home Address _____

Postcode _____ Date _____

Return your completed form to: getintouch@servicedogsuk.org

Please notify the charity if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



SPONSORSHIP FORM

Please sponsor me (your name)

To (name of event)



How your gift could a real difference!

- £10** can provide a dog with a training lead.
- £20** can provide a Veteran with a canine first aid kit.
- £50** can cover the cost of one month's insurance for a dog
- £100** can provide a harness, bed and training equipment for a dog

At Service Dogs UK, we train and provide Assistance Dogs specifically trained to help mitigate the symptoms of Post Traumatic Stress Disorder (PTSD) from rescue, for Military and Blue Light Veterans.



Gift Aid? Make your gift go further

If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK taxpayer. I have read this statement and want the charity named Service Dogs UK to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Name	Home Address Your address is ONLY needed if are Gift Aiding your donation. Please don't give your work address if you are Gift Aiding your donation.	Postcode	Amount	Gift Aid?	Date Paid
Mr. Fido Bark	4 happy Paws Street, Tail Town, Barkshire	DOG 123	£ 10	☒	10 / 05 / 26
1			£	☐	/ /
2			£	☐	/ /
3			£	☐	/ /
4			£	☐	/ /
5			£	☐	/ /
6			£	☐	/ /
7			£	☐	/ /
8			£	☐	/ /
9			£	☐	/ /
10			£	☐	/ /
11			£	☐	/ /
12			£	☐	/ /
Total donations received			£	Date donated to Charity:	
Total Gift Aid donations			£	/ /	

Please sponsor me (your name)

For Service Dogs UK

Name	Home Address Your address is ONLY needed if are Gift Aiding your donation. Please don't give your work address if you are Gift Aiding your donation.	Postcode	Amount	Gift Aid? ✓	Date Paid
Mr. Fido Bark	4 happy Paws Street, Tail Town, Barkshire	DOG123	£ 10	☒	10 / 05 / 26
1			£	☐	/ /
2			£	☐	/ /
3			£	☐	/ /
4			£	☐	/ /
5			£	☐	/ /
6			£	☐	/ /
7			£	☐	/ /
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12			£	☐	/ /
13			£	☐	/ /
14			£	☐	/ /
15			£	☐	/ /
16			£	☐	/ /
17			£	☐	/ /
18			£	☐	/ /
Total donations received			£	Date donated to Charity:	
Total Gift Aid donations			£	/ /	

Service Dogs UK : Charity Registration no:1165409 registered in England & Wales.
Registered address Fareham Marina, Lower Quay, Fareham, Hants, PO16 0RA, England

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SPONSORSHIP FORM

So you have completed your fundraiser...

Congratulations & well done!

We greatly appreciate it, thank you for supporting Service Dogs UK, we hope you enjoyed doing it!

How to make your donation

Via your Bank You can make a single donation by using the following account details:

Bank: Santander

Sort Code: 09-01-28

Account Number: 82363380

Account Name: Service Dogs UK

Via Cheque

You can send a cheque made out to Service Dogs UK to:

Service Dogs UK, Fareham Marina, Lower Quay, Fareham, Hants, PO16 0RA

Your Sponsorship Form

If people have ticked Gift Aid please return your sponsorship form(s) to our office, so we can claim the Gift Aid back:

Service Dogs UK, Fareham Marina, Lower Quay, Fareham, Hants, PO16 0RA

Send us your photos!

If you have any photos please tag us on social media [@servicedogsuk](https://twitter.com/servicedogsuk), or you can email them to us at fundraising@servicedogsuk.org.

We would love to hear about your event!



Visit our website

Fundraising Tips

Our work is ONLY possible through your generosity kindness and passion to help us make the change for veterans and rescue dogs. We do not receive any external funding and rely solely on donations.



Our Top Tips for a Successful Fundraiser

Tell your story

People are more likely to donate when they understand why you're supporting Service Dogs UK. Share what inspired you to get involved and why our mission matters to you.

Set a realistic target

A clear fundraising goal gives supporters something to get behind and helps keep you motivated throughout your fundraising journey. If you are worried about sponsorship, you can set a lower goal and if you happen to reach your initial target, you can always increase it! Please note, some events may ask for a minimum fundraising target.

Be one of the first donors

Making the first donation yourself can encourage others to support your fundraiser and shows your commitment to the challenge.

Ask early and ask often

Many people want to support a good cause but simply need a reminder. Don't be afraid to share updates and ask for donations more than once.

Use photos and videos

Fundraising pages with photos and regular updates tend to attract more attention and engagement. Share visuals of your progress while training as well as during and after the event, make sure to reiterate why you are fundraising throughout.

Make it easy to donate

Include links to your fundraising page in emails, social media posts, and messages. If you're fundraising offline, keep your sponsorship form handy whenever possible.

Encourage Gift Aid

If you're collecting donations offline, remind eligible UK taxpayers to complete that they are eligible to tick the box for Gift Aid. This allows Service Dogs UK to claim additional funds at no extra cost to the donor.

Thank your supporters

A simple thank you goes a long way. Let people know how much their support means and share the final amount raised once your fundraiser is complete.

Keep everyone updated

Whether you're training for a challenge, organising an event, or running a fundraiser at work, regular updates help maintain momentum and encourage further donations.

Have fun!

The best fundraisers are the ones people enjoy. Your enthusiasm is infectious and can inspire others to get involved and support your efforts.

Planning Your Fundraiser

A little planning goes a long way towards a successful fundraiser. Follow these simple steps to get started.



Planning Your Fundraiser

1. Choose your fundraising activity

The great thing about fundraising is that you can do almost anything. Whether it's a bake sale, sponsored walk, quiz night, challenge event, or workplace fundraiser, the choice is yours. Take a look at our fundraising ideas below for inspiration.

2. Plan your event

Good planning is key to a successful fundraiser, so start as early as possible.

- Decide on a date and add it to your diary.
- If friends, family, or colleagues are involved, let them know well in advance.
- If you need a venue, contact potential locations early – some may even offer discounted rates for charity events.

3. Create your fundraising page

Head to www.justgiving.com/charity/servicedogs-uk to set up your online fundraising page through JustGiving and select "Start Fundraising."



Set up your fundraising page

A fundraising page makes it easy for people to support you, share your event, and track your progress. Donations made through JustGiving are automatically eligible for Gift Aid where applicable, helping your fundraising go even further.

4. For fundraising offline

Not everyone prefers to donate online, and that's absolutely fine. If you're collecting donations in person, your fundraising pack includes everything you need.

Sponsorship form Use the sponsorship form in this fundraising pack to collect donations from friends, family, colleagues, and members of your community offline. Make sure all details are completed clearly so that we can process donations correctly.

Keeping your donations safe Store completed sponsorship forms safely and make sure to keep any cash donations secure, and record them carefully. You could also make a note of who has donated and how much, so you can thank them afterwards.

5. Don't forget to ask for help

You don't have to do everything yourself.

- Need raffle prizes or donations? Ask local businesses if they can help.
- Need extra hands? Friends, family, and colleagues are often happy to get involved.
- Contact us if you'd like support promoting your fundraiser. We may be able to help spread the word on social media and provide digital leaflets and posters for you to print at home.

6. Set a Fundraising Goal

Setting a target helps motivate supporters and gives you something to work towards. Don't be afraid to be ambitious – people are often inspired by a clear goal. Think about:

- How much you would like to raise.
- Any costs involved in running your event.
- How you'll track donations and expenses.

7. Spread the word

Once you've finalised the details, start promoting your fundraiser. Tell your friends and family, colleagues, teammates, neighbours and local community groups. You can also:

- Display posters in your local area (you can use the materials in this pack, or create your own)
- Share information through workplace intranets or newsletters.
- Contact local newspapers, radio stations, or community websites for larger events.
- Use social media platforms such as Facebook, Instagram, LinkedIn, and X to share your fundraiser and keep supporters updated - make sure to tag us so we can share it too!



8. Hold your event

It's time to make your fundraiser happen!

For larger events, check with your local council to see whether any permits or permissions are required. Most importantly, enjoy yourself and take plenty of photos. If sharing them online, please tag us on social media [@servicedogsuk](#), or you can email them to us at fundraising@servicedogsuk.org. Sharing your fundraising journey helps inspire others to support Service Dogs UK.

9. Send in your donations

If you're fundraising through JustGiving, donations will be transferred automatically. If you're collecting funds separately, please use one of the following methods:

Via your Bank You can make a single donation by using the following account details:

Bank: Santander
Sort Code: 09-01-28
Account Number: 82363380
Account Name: Service Dogs UK

Via Cheque You can send a cheque made out to Service Dogs UK to:
Service Dogs UK, Fareham Marina, Lower Quay, Fareham, Hants, PO16 0RA

Via PayPal You can send your donation via PayPal to gift@servicedogsuk.org.

Please note, you do not need a PayPal account to donate via PayPal – all major debit and credit cards are accepted.

Fundraising Ideas

Dog-Themed Fundraisers

- Agility fun day
- Fun dog day
- Group dog walk
- Sponsored dog walk
- Dog photography competition
- Dog-friendly pub walk
- Community dog wash
- "Bring your dog to work" day

Food & Social Events

- Afternoon Tea
- Barbecue
- Barn Dance
- Cake Sale
- Coffee Morning
- Curry Night
- Wine & Cheese Evening
- Quiz Night

Sports & Challenge Events

- Abseil challenge
- Tough Mudder
- Sponsored bungee jump
- Inflatable event
- Bike ride
- Fitness challenge
- Football tournament
- Marathon or other running challenge
- Sponsored walk
- Triathlon
- Walk 100 miles in a month
- 24-hour challenge

Entertainment/Creative Events

- Art Exhibition
- Comedy or Open Mic Night
- Live Music Event
- Talent Show

Online Fundraising

- Online auction
- Online competition
- Online raffle*
- Gaming marathon
- Virtual challenge

*Please note that raffles and lotteries may be subject to legal requirements and licensing rules. If you are planning to run a raffle, please check the latest guidance before organising your event.

Work/Community Fundraising

- Corporate dress-down day
- Payroll Giving
- Christmas jumper day
- Sponsored car wash
- Plant sale

Remember, there is no single way to fundraise. Whether you're organising a community event, taking on a personal challenge, or doing something completely unique, every pound you raise helps Service Dogs UK continue supporting Military and Blue Light Veterans through life-changing partnerships with rescue dogs.