

# Tree of Life for Animals (TOLFA) UK October 2008 – September 2009



The UK Trustees of Tree of Life for Animals provide all their time and skills voluntarily so every valuable pound donated gets to where it's needed at the shelter in Kharekhari.

Our main focus continues to be promoting the presence and work of Tree of Life for Animals shelter by fundraising and encouraging others to fundraise on our behalf. The funds we generate go some way to help maintain TOLFA India's maintenance costs and ongoing building projects.

## TOLFA UK Trustees (during October 2008 and September 2009)

Kim Clarke (Managing Trustee)	Kym Barratt (Volunteer Coordinator)
Alison Cruthers (Treasurer)	Mary Lindo (Volunteer Coordinator)
Pauhla Whitaker (Secretary)	Serena Schellenberg (Fundraising Coordinator)
Eloise Leyden (Grant Applications and Wish List Coordinator)	

## Fundraising Projects

We continued our money raising efforts in 2008-2009 as in the previous year by a combination of grant applications, fundraising events and managing our popular Project Raja Volunteer Scheme.

### 1 - Project Raja Volunteer Scheme

(<http://tolfa.org.uk/project-raja-volunteer-scheme>)

Our volunteer scheme is by far one of the most effective ways of raising money, creating an awareness of our presence and generating helping hands at the shelter itself. The feedback we've received has been incredibly positive.

Imogen Richens, newly qualified Vet

*I thoroughly enjoyed my 2 months at TOLFA.*

*The staff were wonderful and when not helping treat the animals with outstanding care and devotion or translating random words into Hindi, made me laugh and kept a constant smile on my face.*

*Having just started my first job the experience at TOLFA has helped me hugely!*



*Our 10 Animal Management students from Chichester University, April 2009*

Volunteers between Sept 08 – Oct 09	48
Returning volunteers	2

### **Changes to the Project Raja Volunteer Scheme in 2008-09**

- We are now able to take on 4 to 8 volunteers at any one time depending on their skills. This can include a combination of Vets, Vet students, Vet nurses and non-vet volunteers.
- We were able to increase the minimum contribution to £300 and bring in a £500 peak time contribution fee.
- Managing the scheme now takes the time of 2 of our UK Trustees, plus a Project Coordinator in India.
- We have found the scheme to be incredibly popular with UK veterinary students in particular because it offered them plenty of practical experience so we now also promote the Scheme internationally.

### **Promoting our Project Raja Volunteer Scheme in 2008-09**

- We redesigned our Volunteer Scheme poster to make it more visually appealing
- We promoted during BSAVA (British Small Animal Veterinary Association) in Birmingham, April 2009
- Attended IVSA (International Student Veterinary Association) in Glasgow, January 2009 - directly to our target market of International Veterinary students
- Sent a Volunteer email campaign to increase bookings for between January and May
- Continue optimising our website for a high Google search placement and using social media marketing via Twitter, Facebook and Youtube
- More articles are featured in the Veterinary Times and VN Times publications including other veterinary related websites

## **2 – Grants and Private donors**

We have been successful in obtaining some generous grants this year that allow us to nurture what we have, build what we need and grow for the future. Several are still in progress but during 2008-09 we thanked:

- Ross Quinn and Uttam Nepal (in conjunction with a grant from the Animal Defence Trust) allowed us to complete the Staff Quarters allowing us to provide rescue and on-site care 24/7.
- The Valerie White Memorial Trust (instigated by Helen Watson) for approving a grant enabling us to build a larger cattle shade in conjunction with Kuttishala and Barbara Webb & Jim Pearson.

- The Betty and Bernard Davidson Memorial Trust for a very generous grant to build our quarantine block
- Persula Foundation for sponsoring the annual salary of 2 animal assistants to provide care for the animals we rescue and treat.
- The Animal Defense Trust for another generous grant of £2000
- Kay Hamilton and several smaller donors for raising the funds to complete the building of our separate Puppy house.
- Anna Rosa Forester Charitable Trust for sponsoring the salary of a vet for a year

### 3 - Slum dogs of India

(<http://tolfa.org.uk/slum-dogs-of-india>)



*Eloise with friends Tigerdog, Mohan and Squirrel Nutkin*

Our newest Trustee Eloise volunteered at TOLFA in 2008 during a photography trip of India. Her amazing photos of the street dogs captured many a heart-string and have been published in a beautiful photographic book.

Luckily for us, Eloise and her publisher Merrells are donating 25p of every book sold to TOLFA. It has proved incredibly popular but we'll only know how well when we receive our first donation in April 2010.

### 4 – Other Fundraising Activities

(<http://tolfa.org.uk/articles/category/fundraising-events>)

We have arranged a number of fundraising activities over the past 12 months, which include:

#### **Annual Fun Run**

The Adidas Ladies Challenge is held in Hyde Park, London. Each year a wonderful group of ladies enter the 5km fun run to raise money for us – and enjoy tea and cake at the end. Participants wear TOLFA t-shirts or carry a banner to promote our cause. This year raised over £250.

#### **Open Farm Sunday**

Our Trustee Pauhla organised a fun Open Farm Sunday in conjunction with The National Trust during June 2009. Not only did she £170 but she also got a radio slot on BBC radio Gloucester talking about her work at TOLFA.

### **Rajasthani Desert Ride**

Caitriona O'Leary has always been a keen horse rider. In November 2008 she raised £550 completing a ride on horseback 400km across the Rajasthani desert. She donated it to us so it can be put to good use when we set up our Community Animal Healthcare Worker scheme as part of TOLFA India's Rural Development plan.

**Plus...** this year we've had our supporters dieting for donations, donating their wedding list, running fun runs and marathons and even cycling the length of the UK from Lands End to John O'Groats. There's no end to peoples generosity and we'd like to thank every single one of them.

## **5 - Gift Aid Appeal**

One aim for 2008-09 was be able to claim Gift Aid on any donations given before our Charity status was approved. Our appeal was successful and we're now able to claim Gift Aid back from all donations made to us since 2005.

## **6 – TOLFA's Wish List**

(<http://tolfa.org.uk/tolfas-wish-list>)

There are many items required at the hospital that we created our Wish List. It's an economical and efficient way for volunteers to see what's needed and bring items over to the hospital. Our new trustee Eloise helps coordinate this and can be emailed on [eloise@tolfa.org.uk](mailto:eloise@tolfa.org.uk)

## **7 – TOLFA on Youtube**

(<http://tolfa.org.uk/tolfa-on-youtube>)

TOLFA's very own film is created and now appears on Youtube for all to see. It has provides a visually striking depiction of the work TOLFA India does to an audience we may not have been able to reach previously.

## **2010 and beyond...**

We are continually amazed at the positive response we receive from people about TOLFA and how many lives it seems to touch – both our human and four-legged friends. The accomplishments of the hospital continue to astound even those who work for this wonderful organisation However there's still a long way to go and in order to grow we need to;

- Carry on promoting the Project Raja Volunteer Scheme and improving it
- To increase our promotional and fundraising activities
- To build up our money reserves

- Increase the number of volunteers who can help us organise and hold fundraising and sponsorship events throughout the year.
- Continue applying for Grants to assist in running costs
- Grow into a giant forest with branches across the world!

## **We want to thank our ...**

**Supporters** for believing in us and the work we do.

**Donors.** Those individuals and companies who have donated money, time and skills. Every donation has made a real difference and allowed us to continue with our mission.

**Volunteers** who have made a difference to the lives of the animals they have cared for and in the lives of the locals they have encountered. Your contributions continue to make us stronger.

**Staff and trustees in the UK and India.** Whether new or old, your continued hard work over the past year has helped us accomplish so much. Lets do the journey together again in 2010.

## **Ways You Can Help ...**

There are plenty of opportunities for people that want to help us support the Tree of Life for Animals.

### **Become a branch of the Tree of Life for Animals:**

Sign up to our website <http://tolfa.org.uk> and get emailed regular project, news and volunteer updates direct from the UK and India. Then get your family and friends to do the same and help our tree become a giant forest.

### **Donate:**

You can help us continue the work we do. Sponsor an animal, member of staff or simply donate. If you have something to offer, please let us know by emailing: [enquiries@tolfa.org.uk](mailto:enquiries@tolfa.org.uk)

If you feel you can donate any money, visit our website <http://tolfa.org.uk/how-to-donate> or post cheques to **Tree of Life for Animals, Accounts Department, 63 Queensway, Old Dalby, LE14 3QQ - *Don't forget to Gift Aid it!***

### **Sponsors:**

Become a corporate sponsor! We're very keen to build up working relationships with companies and individuals no matter how small or large. If you feel you would like to help us in this way and fulfil your corporate and social responsibility please get in touch with us.

## **Volunteer:**

Why not join us on a Project Raja Volunteer placement? Get to visit us in India, enjoy the culture, food and sights as well as meeting our Indian staff and supporters.

Whatever your background, your contribution and time will be well used and you will get to help us treat and care for the many animals we encounter every day and make a real difference. Email [volunteers@tolfa.org.uk](mailto:volunteers@tolfa.org.uk).

## **Fundraise:**

If you would like to hold a fundraising event on our behalf, let us know, we will support you all the way - email [fundraising@tolfa.org.uk](mailto:fundraising@tolfa.org.uk) for ideas and literature.

Our motto is ‘doing **something** is always better than doing **nothing**’.

**So please help us to help them!**

## **Contact us**

Email: [info@tolfa.org.uk](mailto:info@tolfa.org.uk)

Website: <http://tolfa.org.uk>

**Write** to our Managing Trustee  
Kim Clarke at:  
TOLFA, Creative Media Centre,  
45 Robertson Street, Hastings,  
East Sussex, TN34 1HL, UK



*Sharda with puppies*