

Fundraising Toolkit



OUR MISSION

Paws With A Cause (PAWS) transforms lives and strengthens communities through partnerships with custom-trained working dogs.



Each PAWS dog is carefully prepared to meet the unique needs of the individual or professional they partner with—bringing steadiness, comfort, and meaningful support into homes, schools, workplaces, and countless other community spaces.

Since 1979, PAWS has been a trusted national resource for individuals with disabilities and for professionals serving in some of the most demanding environments. With more than 3,500 life-changing dogs placed and active teams in over 30 states, PAWS continues to expand its impact year after year. Whether a dog is helping someone manage daily tasks or easing tension in a crisis, these partnerships build more connected and compassionate communities.

When you host a fundraiser for PAWS, you are helping create a future where more people, families, and professionals have the support they need—and where every community can benefit from the life-changing presence of a PAWS dog.

Stay connected with PAWS!



PARTNER WITH PAWS & HOST A FUNDRAISER

Your fundraiser—big or small—helps PAWS dogs reach the people and professionals who rely on them every day. Whether it's a casual office challenge, a birthday fundraiser, or a full-scale community event, you're helping more PAWS dogs bring comfort and support to the spaces where they're needed most.

WHERE TO BEGIN

GETTING STARTED IS SIMPLE

- Fill out our short online event request form.
- A PAWS team member will connect with you to finalize details.
- Start planning your fundraiser!

Please submit requests two to three months before your event to allow time for scheduling and support.



pawswithacause.org/sponsorships-and-fundraisers-inform-paws-of-your-fundraiser/

**SCAN TO COMPLETE
THE ONLINE EVENT
REQUEST FORM**



QUESTIONS?

Reach out anytime! Contact our events team at events@pawswithacause.org or (616) 877-7297.

WAYS TO PARTNER WITH PAWS

Not sure where to start? Here are a few fun, meaningful fundraiser ideas for workplaces, clubs, and community groups:

HOST AN EVENT

Organize a golf outing, trivia night, pickleball tournament, bake sale, or karaoke competition—an event that brings people together can turn into a party with purpose. Add an entry fee or donation bucket to further support PAWS!

WISH LIST DONATION DRIVE

Help PAWS dogs train and thrive by collecting items from our Amazon Wish List, such as toys, treats, cleaning supplies, and enrichment items. View our Wish List on our website: pawswithacause.org/sponsorships-and-fundraising/

RUN OR WALK FOR PAWS

Make your next race, walk, or fitness challenge even more meaningful by turning it into a fundraiser. Ask friends, family, and coworkers to sponsor your miles, track your progress, and cheer you on as you support PAWS.

CELEBRATE FOR A CAUSE

Birthdays, anniversaries, promotions, retirements—any milestone can become a moment that matters. Invite your loved ones to donate to PAWS in lieu of gifts and turn your celebration into support for more incredible working dog teams.

JEANS (OR PAWS) DAY

Encourage your coworkers to donate in exchange for wearing jeans (or their favorite dog-related gear!) to work. It's a fun, casual way to get everyone involved and support the PAWS mission.

SET UP A FUNDRAISING PAGE

You can create your own custom fundraising page in just a few minutes, making it easy for others to support your fundraising goal.

1. Go to justgiving.com/pawswithacause.
2. Click “Fundraise for Us.”
3. Select your fundraising type (event, celebration, challenge, etc.).
4. Create or log in to your JustGiving account.
5. Personalize your page with your story, photo, and goal.
6. Share your page and start raising funds for life-changing PAWS dogs!

Every dollar raised helps PAWS train and place working dogs who bring comfort, connection, and support to communities nationwide.



**SCAN FOR
JUST GIVING**



TOOLS & GUIDELINES

Hosting a fundraiser for PAWS is an incredible way to support our mission, and we want to make it as easy and successful as possible. Below you'll find simple guidelines and tools to help keep your materials consistent with the PAWS brand. These resources ensure your fundraiser looks polished, communicates clearly, and reflects the impact you're helping create.

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OUR NAME

Please use Paws With A Cause or PAWS (in all caps) in all materials.

BRAND & LOGO RESOURCES

Full brand guidelines and downloadable logos can be found anytime on the PAWS Newsroom page: pawswithacause.org/newsroom.

These resources include approved logo formats, color palettes, typography, and usage instructions to help keep your materials aligned with PAWS brand standards.

BRANDING SUPPORT

We encourage fundraisers to create their own event graphics or use the PAWS logo, unless another arrangement is made ahead of time. We're always happy to answer questions about brand usage, review designs, or provide design support when available.

SOCIAL MEDIA

While we can't guarantee promotion for every event, we love seeing your fundraisers in action! Create a Facebook event and invite [PAWS](#) as a co-host so we can follow along and cheer you on.



Changing lives,
one PAWS dog at a time.



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