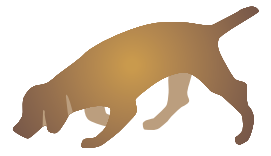


# Medical Detection Dogs



Patron: HRH The Duchess of Cornwall

# YOUR SUPPORT WILL SAVE LIVES



## Your Fundraising Guide

# HOW YOU ARE HELPING OUR DOGS SAVE LIVES

Medical Detection Dogs is at the forefront of innovative research into dogs' ability to detect the smell of human diseases and save lives. Medical Detection Dogs is at the forefront of innovative research into dogs' ability to detect the smell of human diseases and save lives.



## Bio Detection Dogs

The dog's nose is the best bio-sensor we know of. Our 2014 research indicated that our dogs were capable of detecting tiny traces (around one part per trillion – the equivalent of one teaspoon of sugar in two Olympic sized swimming pools) of the odour created by different diseases.

Our pioneering work is focused on understanding how these highly trained disease detectors could expand the world of diagnosis through the recognition of volatiles. We are confident that dogs will be able to help scientists and medics develop faster and cheaper ways to detect diseases, such as cancers, neurological diseases and bacterial infections much earlier than is currently possible.

Find out more here [Bio Detection Dogs](#)



## Medical Alert Assistance Dogs

Our Medical Alert Assistance Dogs support individuals with complex health conditions who have limited awareness of an impending life-threatening medical event.

Using their amazing sense of smell, dogs can be trained to identify minute odour changes emitted prior to an emergency and alert the person to take preventative action.

Find out more here [Medical Alert Assistance Dogs](#)

### Why our work is so important...

The UK has one of the worst cancer survival rates in Europe – because of late diagnosis. At Medical Detection Dogs we believe our research will help early diagnosis improve in the future.



# COST OF A MEDICAL DETECTION DOGS

It costs £29,000 to train each Medical Alert Assistance Dog and takes a lot of time and resource to get each dog accredited. We are extremely grateful to our donors for their generosity and every penny they raise to help us do this. Here you can see the journey of a Medical Alert Assistance Dog from puppy selection, through intensive specialist training as well as the support for clients throughout the process.

## Finding the right puppy £1,200

It takes a special dog to be a Medical Alert Assistance Dog and a lot of time and care goes into making sure we recruit only the best. We work with reputable breeders, and we always look to give a new home to rescued dogs with the right temperament and qualities.



## Caring for our dogs £1,750

The welfare of our dogs is paramount. We have a strict no kennel policy and they are all under the care of experienced vets who understand what it takes to be a Medical Alert Assistance. As well as vet bills we also pay for their insurance until they are placed.

## Puppy socialising and early training £9,900

We couldn't do this without our amazing volunteers who welcome puppies into their homes and help us with the first stage of training. This lasts about 18 months, during which time they are supported by our team of Trainers who make sure the puppies have excellent obedience and life skills and are ready to progress to the next stage. They are constantly assessing each puppy's potential and although we are always disappointed when it happens, not all puppies advance beyond this stage as we may consider that their temperament makes them unsuitable for the life of an Assistance Dog.



## Advanced Training £7,250

Once a puppy has mastered the basics it's time to assess and match it to the specific needs of a particular applicant. This is a very careful process which requires the dogs to have person-specific scent training and applicants to attend our centre for advanced handling and public access sessions. This is followed by further training in the applicant's own home supported by an Instructor who stays nearby for the duration.



## Supporting applicants £3,900

We understand that applying for a Medical Alert Assistance Dog is not routine and comes on top of dealing with a stressful, life-threatening condition on a daily basis. We provide a huge amount of support and guidance to applicants and their families throughout the process. This includes liaising with their medical teams, and as our clients have increasingly complex and multiple medical conditions means more and more specialists to work with.

## Placement and accreditation £5,000

Only once we are satisfied that both the dog and the applicant are right for each other do we progress to placing them together permanently to form a life-saving Medical Alert Assistance Dog partnership. This involves more time at our centre, followed by a placement at home. Our Instructors provide weekly aftercare visits until the partnership is well established. Our aim is that they are a fully accredited assistance dog partnership within 3 to 6 months, although each partnership is individual, and some take longer.



## Lifetime support £1,000 a year

We support all our Medical Alert Assistance Dog partnerships throughout their working lives, which are about 10 to 12 years, with regular support visits, refresher training and advice and guidance. When the time comes for a dog to retire we support our clients through the process of change to a new assistance dog and make sure that the retiree has a happy home to enjoy old age, which is usually with their former partner.

# GETTING STARTED

## PICK PLAN & PROMOTE

### CHECK LIST TIME...

Even the simplest activities require preparation and the better prepared you are the easier your event will be.

#### 1. Decide what to do

Choose what fundraising activity you'd like to do then register your event with us so that we can help support you and send you promotional materials if required. We offered some ideas on the next page.

#### 2. Set a date

Decide when and where your fundraising will take place. Remember to consider the weather and have a Plan B, just in case!

#### 3. Set yourself a fundraising target

Let everyone know how much you want to raise. You can find out how your support helps to make a difference to Medical Detection Dog and the people that we support.

#### 4. Set up a Just Giving page

It only takes a few minutes to set up a Just Giving page and it's quick and easy to share with friends directly and on social media. The money donated will come directly to us, so you don't have to worry about sending it to us either!

#### 5. Spread the word

Tell all your friends, family and colleagues about your fundraising to help you reach your target. Check out our Fundraising materials, where you can find a template press release and posters.

#### 6. Have fun!

Enjoy your fundraising; spending time with your friends, family and colleagues and feel good about all your hard work.

### CONTACT US!

We have dedicated team members throughout the country who can provide support if you need it. Message us at [fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk)

### TALK ABOUT IT!

#### Get social...

Social media is a brilliant way to let friends, family and people in your community know about your event. It can help you raise funds while also raising awareness of the conditions our dogs are able to detect and their life saving work.

#### Tips for going social!

1. Post updates on your progress with photos or vlogs.
2. Set up a group or event on Facebook and invite people to 'like' or attend it.

#### CONNECT WITH US!



#### Go local...

Your surrounding communities could be a huge help when getting word about your event or fundraising out. Posters in shop windows, in schools and local clubs.

Don't forget about your local newspaper; they would love to hear about what you are doing and would probably love to celebrate with you afterwards by telling the Community about how it all went.

### TOP TIP

Tip: ask local businesses for support. A financial contribution is always welcome but you could also ask them to donate a raffle prize.

Visit our website or contact your Community Team for poster and press release templates and other fundraising materials.

# PICK YOUR ACTIVITY!

## HERE ARE SOME IDEAS...

<b>A</b>	<b>A is for...</b> Auction of promises Afternoon Tea	<b>B</b>	<b>B is for...</b> Bake Off Bingo Book swap	<b>C</b>	<b>C is for...</b> Coffee Morning Car Boot Sale Comedy Night Crafternoon	<b>D</b>	<b>D is for...</b> Dinner Party Dog walk Dress Down Day
<b>E</b>	<b>E is for...</b> Easter Egg Hunt Exercise challenge Eurovision Party	<b>E</b>	<b>F is for...</b> Fancy Dress Day Fun Run Fantasy Football	<b>F</b>	<b>G is for...</b> Garage sale Garden Party	<b>G</b>	<b>H is for...</b> Head Shave Hour of Pay Hula-hooping competition
<b>I</b>	<b>I is for...</b> Ice cream sale	<b>J</b>	<b>J is for...</b> Jumble sale Jogathon Jeans Day	<b>K</b>	<b>K is for...</b> Karaoke Kids in charge Knit & Natter	<b>L</b>	<b>L is for...</b> Loose change collection
<b>M</b>	<b>M is for...</b> Murder Mystery Marathon	<b>M</b>	<b>M is for...</b> Night in Non-Uniform Day Name the Teddy	<b>N</b>	<b>O is for...</b> Open Garden Online Fundraising	<b>O</b>	<b>P is for...</b> Pancake Race Penalty shoot-out Press-up Challenge
<b>Q</b>	<b>Q is for...</b> Quiz Night Quiet Challenge	<b>R</b>	<b>R is for...</b> RAG week Raffle	<b>S</b>	<b>S is for...</b> Sweepstake School Fete Swear Jar	<b>T</b>	<b>T is for...</b> Treasure Hunt Talent Show Teddy Bear's Picnic
<b>U</b>	<b>U is for...</b> Unwanted gifts swap University Challenge	<b>U</b>	<b>V is for...</b> Vegetarian/ Vegan Challenge Valentines Day	<b>V</b>	<b>W is for...</b> Wedding Favors Wine Tasting Evening Worst shirt Competition	<b>W</b>	<b>X is for...</b> Xbox Tournament Xmas Jumper Day
<b>Y</b>	<b>Y is for...</b> Year long Challenge 'Yes' Day	<b>Z</b>	<b>Z is for...</b> Zumbathon	<b>LET US KNOW WHAT YOU ARE PLANNING &amp; HOW YOU ARE GETTING ON!</b>			



# Medical Detection Dogs

Patron: HRH The Duchess of Cornwall

## WE ARE HOSTING AN EVENT IN AID OF MEDICAL DETECTION DOGS

To find out more about this ground-breaking charity and maybe even join us as a volunteer, please come and meet the team at the event below:

Date: .....

Place: .....

Time: .....

[www.medicaldetectiondogs.org.uk](http://www.medicaldetectiondogs.org.uk)



MedicalDetectionDogs



medicaldetectiondogs



MedDetectDogs

3 Millfield, Greenway Business Park, Winslow Road, Great Horwood, Milton Keynes, MK17 0NP | 01296 655888

Registered Charity in England and Wales No. 1124533 and in Scotland No. SC044434

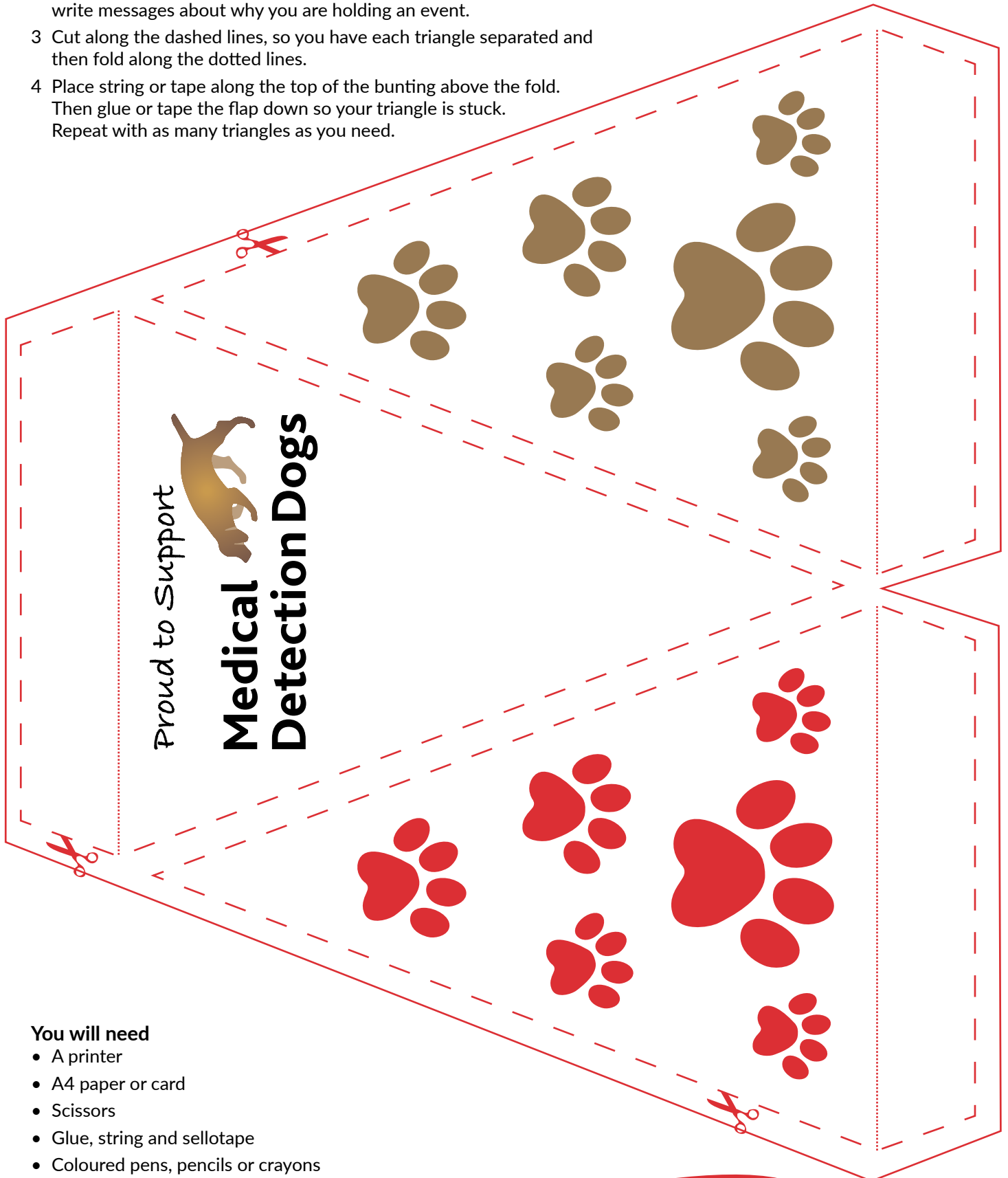


Registered with  
**FUNDRAISING  
REGULATOR**

# BUNTING

## Instructions

- 1 Print this page out as many times as you need it. You can print it out on plain paper or card.
- 2 Colour in or paint the bunting as bright as you like, you can even write messages about why you are holding an event.
- 3 Cut along the dashed lines, so you have each triangle separated and then fold along the dotted lines.
- 4 Place string or tape along the top of the bunting above the fold. Then glue or tape the flap down so your triangle is stuck. Repeat with as many triangles as you need.



## You will need

- A printer
- A4 paper or card
- Scissors
- Glue, string and sellotape
- Coloured pens, pencils or crayons



# KEEPING THINGS SAFE AND LEGAL

BAKE SALE

## FOOD HYGIENE

If you are handling or selling food, you must do so safely. Get the latest food hygiene regulations at [www.food.gov.uk](http://www.food.gov.uk)

## COLLECTIONS

It is illegal to carry out house-to-house or public street collections without a license. If you want to do a collection on private property, like a train station or supermarket you must get permission from the Manager.

## RISK ASSESSMENTS

Identify any hazards and risks at your activity and assess what you will need to consider, keeping you and the people you are with safe.

If you are not sure, check with your local council for advice.

## LICENSES

You may need a licence for certain activities and events. Contact your local authority to find out more.

## PUBLIC LIABILITY INSURANCE

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event.

Unfortunately, Medical Detection Dog's own policy won't cover you, but we can advise you about the kind of cover you need.

Resources that you may use for some events, such as burger vans, bouncy castles, and ice cream vans, should all come with their own public liability insurance. Ask to see copies of these before agreeing for them to come along to your event.

## DATA PROTECTION

Be aware of data protection if gathering contact details or taking photographs. Ensure that you have permission to use photographs.



# HOW TO COLLECT AND PAY IN FUNDS

## WAYS TO COLLECT FUNDS

You can set up an online sponsorship page – we recommend Just Giving – or we can send you a printable sponsorship form. Get started here – [Online fundraising donations and ideas - Just-Giving](#).

If you think a collection bucket would work better, let us know!



## HOW TO DONATE THE FUNDS YOU HAVE RAISED

Congratulations and a heartfelt thank you from us. We are very grateful for all of our supporters, and we love being able to save lives with the funds you raise.

Here is how you can get those hard-earned funds to Medical Detection Dogs.



### PAY ONLINE

[Giving - Medical Detection Dogs](#)



### BY PHONE

01296 655888



### BY CHEQUE

Made payable to Medical Detection Dogs,  
3 Millfield, Greenway Business Park, Winslow Road, Great Horwood  
Milton Keynes, MK17 0NP

# Demi & Bear

## DANCING AGAIN THANKS TO A BEAR'S NOSE...



Demi and Medical Alert Assistance Dog, Bear

**By the age of 21, Demi had already suffered from 2 heart attacks, had heart surgery twice and regularly passed out without warning, anywhere and at anytime. Her conditions of Sinus Node Disfunction and PoTS caused her heartbeat to be uncontrollably high sometimes and drastically low at others and proved impossible to control with medication. "I basically gave up as there was no way forward", says Demi. "I felt like I was constantly losing. I lost friends, my degree and my confidence".**

Demi had planned a career in dance but without warning became unwell, so the life she had planned became impossible. While her friends progressed with their lives, she felt stuck. "It was horrible", she says, "I wanted friends to invite me to places knowing I might actually go, rather than friends not even bothering to invite me as I would probably cancel or not be able to go anyway".

This determination to control her health and recover her life, drove Demi to search out MDD. "I wanted to be reliable, not a liability or a burden. I hoped a dog companion would help me control my health so I could live the life I so badly wanted to live".

Bear, a black Labrador, was the first Medical Alert Assistance Dog Demi met, but she found the training hard and if not for the support and encouragement

of their trainer, might have given up. "As much as I adored Bear, and things seemed to be going well, I was always prepared for it not working out. I remember that I couldn't bring myself to refer to him as 'my dog' and I didn't say 'when Bear moves in'. It was always 'if Bear moves in'. Bear himself wasn't consistent throughout his early training and after initial success at alerting, he could be distracted by other dogs and then fail to alert. Demi was so upset she asked Debra, their trainer to take him back, as she couldn't stand to become more attached to him when she felt the partnership was failing. However Debra's calming influence and experience along with super high value corned beef treats soon had Bear back on track and he hasn't missed an alert since

Life with Bear has meant that Demi, who is now a dance teacher, is able to run her

own successful dance school. "I can get up and demonstrate things. My dancers all know Bear's alert and sometimes even tell me that Bear wants me to sit down. He is a very well loved part of our dance family".

He is also an important confidence giver to the rest of Demi's family, who no longer have to worry that she might have passed out and hurt herself. They all adore Bear and agree that he does an incredible job keeping Demi safe.

Demi describes Bear as super cheeky and she loves his personality. "I don't know if our bond would have been so strong, if he had been the almost perfect dog I initially envisioned. It's the best feeling in the world having a beautiful, furry best friend by my side, helping me manage my health.

I love my life. I have a purpose. I have confidence. I feel happy", says Demi.



Demi teaching at her dance school with Bear

# THANK YOU!

# Medical Detection Dogs



Patron: HRH The Duchess of Cornwall

3 Millfield, Greenway Business Park, Winslow Road,  
Great Horwood, Milton Keynes, MK17 0NP

[fundraising@medicaldetectiondogs.org.uk](mailto:fundraising@medicaldetectiondogs.org.uk)  
[www.medicaldetectiondogs.org.uk](http://www.medicaldetectiondogs.org.uk) | 01296 655888



Registered Charity in England and Wales No. 1124533 and in Scotland No. SC044434



Registered with  
**FUNDRAISING  
REGULATOR**