



# Gaming Fundraising Pack





# Our mission

Our mission is to ensure animals have a good life by rescuing and caring for those in need, by advocating on behalf of all animals and by inspiring everyone to treat them with compassion and respect.

# Our vision

A world where all animals are respected and treated with kindness and compassion.





# Why support the RSPCA?



We are a charitable organisation and rely on the support of individual donations to do what we do. All the money donated to us is put towards our day-to-day costs.

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In the summer months we rescue an abandoned animal every hour.

In 2021 alone, we received over 1 million calls from the public to our cruelty line, that's **1 call every 32 seconds!**

We're open  **365 DAYS A YEAR**

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**We have approximately 408 frontline rescuers working all hours of the day and night.**

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We work tirelessly and endlessly to stop animal abuse and abandonment, making sure every animal is treated with kindness. We need you and others like you to fundraise, donate and raise awareness through your communities.



# Your support will mean:

- ▶ **We can stop animal cruelty before it happens**
- ▶ **We can continue to save animals who are abused, neglected or abandoned**
- ▶ **We can reach more members of the public, who can help us save more animals by sharing our vision and educating their friends and families about our vital work**
- ▶ **We will be one step closer to achieving our goals for a kinder world where all animals are respected and treated with kindness and compassion.**



# Our bold ambitions to achieve by 2030

- ▶ Reduce animal neglect and cruelty by half
- ▶ Stop illegal puppy and kitten trading
- ▶ See more than half of all UK farm animals reared to RSPCA welfare standards
- ▶ End severe suffering for animals used in science
- ▶ Secure legal protection for animals
- ▶ Establish an Animal Protection Commission
- ▶ Achieve statutory powers in England and Wales for RSPCA inspectors
- ▶ Secure a UN declaration for animals
- ▶ Inspire a one million-strong movement for animal welfare by 2030



# How to host a charity live stream for the RSPCA



# Stream theme ideas

- ▶ Does the game you play allow you to have an animal companion?
  - ▶ Can you make custom companions?
  - ▶ Why not let your audience choose what your companion looks like and change it when the next milestone is reached?
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- ▶ We all love our animal companions. So why not have a digital photo wall where every supporter can also send a photo of their pet, which you can add to your 'pet wall'.
  - ▶ Gather your streaming friends for a team fundraising event. Set your stream times and slots as a team or choose a fundraising month where you raise vital funds and awareness for the RSPCA.



# Hosting a charity stream for the RSPCA



You know your audience and what works and what doesn't. But here come some tips on making the most of your charity stream in support of the RSPCA.

**Fundraising on Tiltify or JustGiving?**

You can find advice and support on their websites. There are some great resources on the Twitch website to help you get started with streaming.







# Suggested video games to play during your charity stream



The background of the slide features a person with long, reddish-brown hair wearing large black headphones. The person is positioned centrally, with their back to the camera. The scene is lit with vibrant blue and red lights, creating a dynamic, high-tech atmosphere. The overall image is slightly blurred, emphasizing the text overlay.

# Live streaming best practice

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# Here are a few good practices we wanted to highlight for you (Mainly for Tiltify and Twitch)

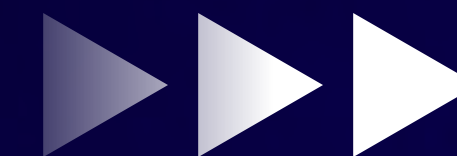
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**Spread the word!** Publish your Tiltify fundraising page and promote it on social media – the longer it's in the public eye, the more time people have to donate, support, help promote and get ready for the big event!

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**Set your target** When starting a fundraiser, it's a great idea to set how much you aim to raise. This gives you and your community something to work towards. Set it to something you know you can realistically achieve – and if you go beyond that, set a new target as you go!

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**Milestones** are a great way to engage with your audience and do something fun when you achieve your first £50, £100, £500 and beyond! These are mini-targets you can set up on the road to your overall target.

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**Chat commands** Sometimes we can get caught up in all the fun and forget to share the links we want our communities to engage with. By setting up chat commands, you don't have to worry about posting them manually and simply put in the command needed to prompt the Twitch automated chat.

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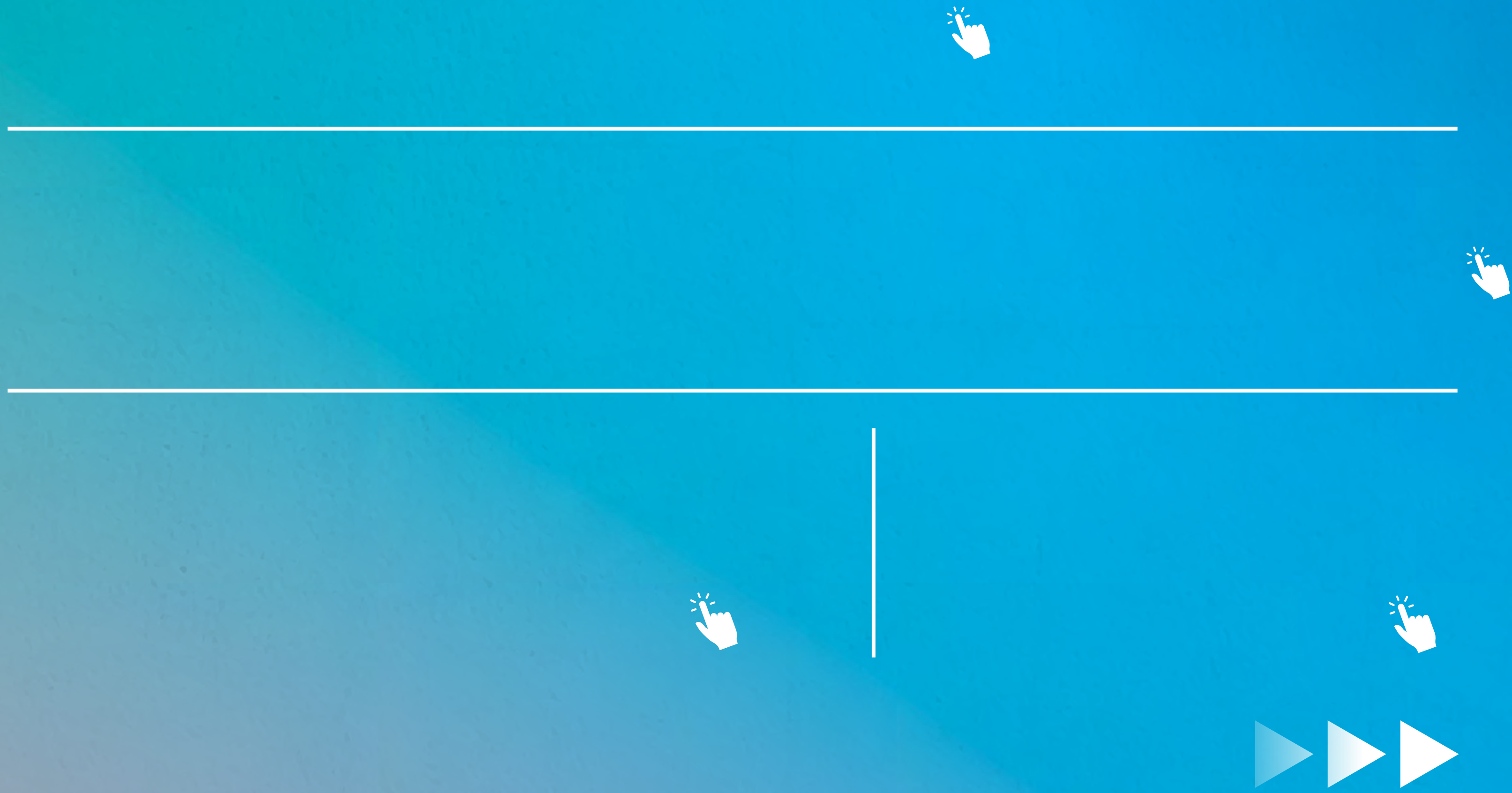
**Connect your Tiltify** fundraising page to your Twitch stream so your community can see your milestones as they're watching.

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The background of the slide features a woman with long dark hair, wearing a dark top, sitting at a desk. A grey tabby cat is perched on the desk in front of her, looking towards the right. The woman's hand is visible near a laptop keyboard. The entire scene is overlaid with a blue-to-red gradient. The text 'Things to do, share and discuss with your audience' is written in large, bold, white, sans-serif font across the middle of the image.

**Things to do,  
share and discuss  
with your audience**









# What your fundraising will go towards



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**£40**

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will pay for food at one of our animal centres for a day

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**£420**

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will feed two cats in our care for a whole year

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**£704**

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will feed a dog in our care for a year

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**£1,018**

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will feed the animals at one of our animal hospitals for a month

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**£3,300**

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will feed otters in our care delicious fish for a whole year

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**£10,000**

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will pay for all of our wildlife centres to run for a day

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**£32,000**

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will pay for all of our animal centres to run for one day

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**£70,446**

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will enable an inspector to rescue animals from abuse and neglect for a whole year



The background of the slide features a close-up of a person's hand holding a smartphone. The phone's screen displays a close-up of a dog's face, which appears to be a golden retriever. The lighting is dramatic, with a strong blue and purple glow emanating from the phone, creating a soft shadow of the hand and phone on the dark background.

# Key facts and figures you might want to share

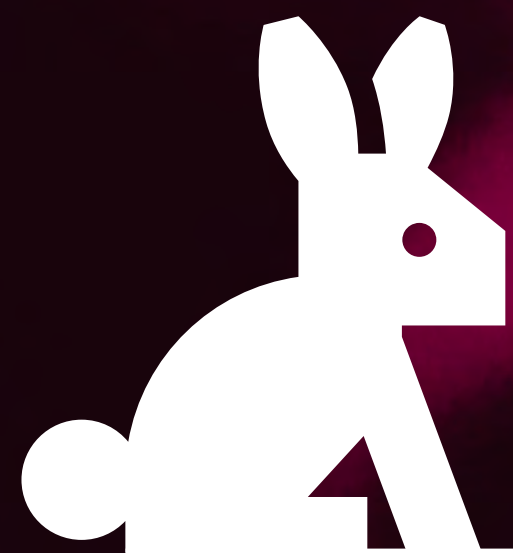




A total of  
**51,505 complaints**  
of alleged cruelty were  
investigated in **2021**



The animals with the highest number of incidents reported in 2020 were dogs (56,563 incidents) and cats (55,667 incidents)



Every investigation we carry out is prompted by a call from a member of the public

Our national cruelty line is open 365 days a year



We're a registered charity and rely on public donations – it costs us

**£140 million**

a year to help neglected, abandoned and poorly animals.

In the summer cruelty peaks – we collect an abandoned animal every hour



**When the weather gets hotter** we've been known to receive up to 1,000 extra calls a day to our national cruelty line



In 2021, we secured 751 convictions in court – up 19.4% from 2020



# Our top tips for safe streaming



**Block, report and mute people** who bully spam or troll you while playing video games



**Take regular breaks** if you're playing or streaming for longer than an hour



**Don't share** any personal information with people in games




**Check the age limit** of the games you decide to play



**If you're under 18**, you'll need permission from your parent/guardian to take part



**If gaming or streaming is no longer fun**, you're feeling stressed or you're concerned you might be addicted to gaming, please read [Childline's Online Gaming Advice](#) and tell a trusted adult. 



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# Helpful links

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with our fundraising resources!

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## Fundraising platforms

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## RSPCA social media channels

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[Twitch](#) [YouTube](#) [X \(Twitter\)](#) [Instagram](#)

[Facebook](#) [TikTok](#) [Threads](#)

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## Contact us

[RSPCA contact page](#)

Email us: [supportercare@rspca.org.uk](mailto:supportercare@rspca.org.uk)

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## Find out more

[RSPCA's Gaming Webpage](#)

[Facts, figures and myth-busting](#)

[Latest news](#)

[Our strategy to 2030](#)

[Watch our film](#)

[Report cruelty or neglect](#)

[RSPCA Education](#)

[RSPCA Science](#)

[RSPCA Assured](#)

[Animal Kindness Index](#)

[Fundraising T&Cs](#)

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Royal Society for the Prevention of Cruelty to Animals  
Parkside, Chart Way, Horsham, West Sussex RH12 1GY  
0300 1234 999 [rspca.org.uk](http://rspca.org.uk)  
The RSPCA helps animals in England and Wales. Registered charity no. 219099.  
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