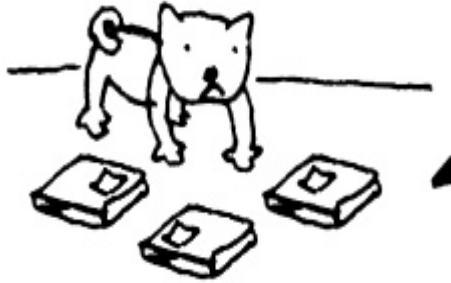




# “Play for Paws” Charity Gig & Flea



In collaboration with :



# Action for Singapore Dogs



- Action for Singapore Dogs (ASD) was established in December 2000 as a non-profit organization with the mission to improve the welfare of stray and abandoned dogs in Singapore
- As a non-profit, non-governmental organization, all works are carried out **mainly by volunteers and public contributions**
- believe that all animals big or small **deserve a life of love and care**, not just a life of fear and survival
- There are thousands of healthy stray dogs that are put to sleep every year, due to **lack of space**, resources and **non acceptance by the majority of society**.

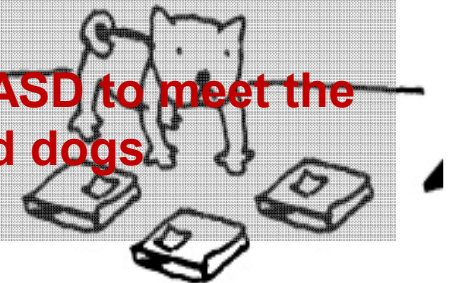


# “Play for Paws” Charity Gig & Flea

- 1 day concert and Flea market
- Youth performances according to theme “A dog’s life”
- Exhibition booth by ASD (Education & Awareness)
- **Art Exhibition (Youth’s art work from various mediums on theme “ If you were me...”)**
- **Sale of Merchandise (Pet food, accessories and service booths\* ASD Merchandise \*Food & Drinks \***
- **Dog Run (Competition) \***

## • Objectives of project

- Raise public’s awareness of ASD
- Increase the numbers of volunteers
- Instill and inculcate social responsibility
- Education the public on responsible pet ownership
- Put forth the idea of an adoption as opposed to making a purchase
- Raise funds for ASD to meet the needs of rescued dogs



# “Play for Paws” Charity Gig & Flea

- Pre event Video Showcase



# Post Mortem from ASD

- By setting up the booths at Republic Polytechnic (RP), our Action for Singapore Dogs (ASD) volunteers were given the opportunity to speak with youths at a venue they are comfortable in. With such a conducive environment, youths tend to be more receptive and willing to hear about ASD and what we stand for. Education about the plight of our canine friends is one of our top priorities, and we can't think of a better location to educate youths than in institutions such as RP.
- **sense of passion and love for dogs felt by the audience?**  
Yes, many students and lecturers alike stopped to watch the entire video presentation, and the reaction on their faces said it all.
- many brochures were **handed out to interested parties** who did not know how to go about contributing towards the cause.
- several people bought the merchandise upon knowing that the proceeds will go towards the dogs, even though they admitted that they did not really need them.



# “Play for Paws” Charity Gig & Flea

- **Publicity**

- **Pre Event Awareness at Republic Poly**
- **Mass Email**
- **Event Calendar**
- **Mailing List**
- **Flyers**
- **Posters**
- **Community Center**

- **Marketing channels**

- **Forums**

<http://www.dogsforum.sg/forums/index.php>

<http://trulydogs.com/Forum.html>

<http://www.pets.com.sg/forums/forumdisplay.php?f=12>

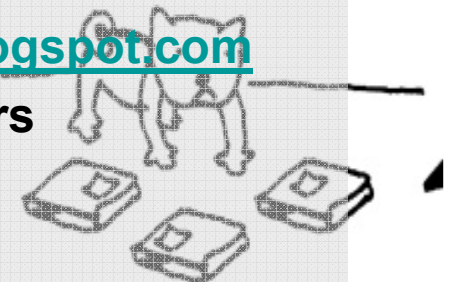
<http://forums.hardwarezone.com.sg/forumdisplay.php?f=93>

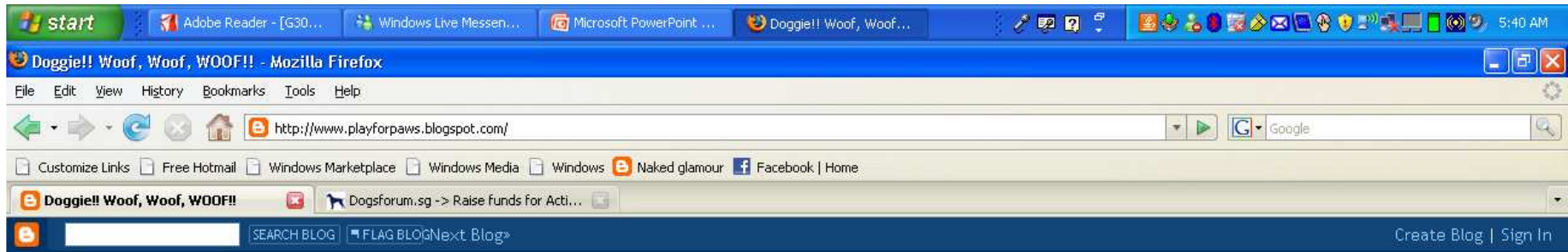
- **Website**

- **Facebook group**

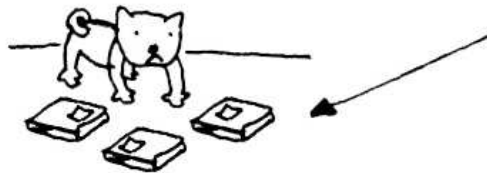
[www.playforpaws.blogspot.com](http://www.playforpaws.blogspot.com)

- **Door to door Flyers**
- **Mailing List**
- **Mass Email**





Thursday, December 11, 2008



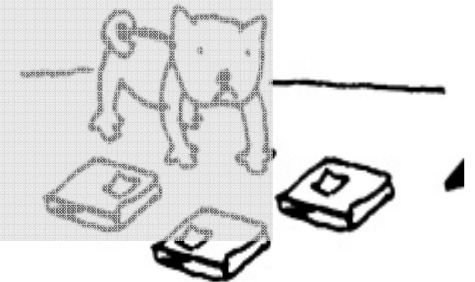
**CALLING ALL ART WORKS FOR:**  
**PLAY FOR PAWS: [CHARITY GIF & FLEA!]**  
// G302 Team Sneety in collaboration with ACTION for SINGAPORE  
DOGS is calling for all art works according to the theme  
**"IF DOGS COULD TALK"**  
// Art works must be able to mount on walls  
// We're open to different mediums. Art works can vary from  
poetry, photography, digital drawings interpreting the given  
theme.  
// Art works will be shown on [www.playforpaws.blogspot.com](http://www.playforpaws.blogspot.com)  
and will be exhibition at FuShan Garden on 3rd Jan 2009  
// CE POINTS will be given to those who meet our requirements.  
Log on to [www.playforpaws.blogspot.com](http://www.playforpaws.blogspot.com) for more information!

# “Play for Paws” Charity Gig & Flea



- **Community Element**

- Volunteer-ism
- Selflessness
- Empathy
- Realizing that a community doesn't not just consist of Humans
- A little goes a long way



# **“Play for Paws” Charity Gig & Flea**



- **Youth Element**

- **Gathering youth volunteers from [www.cip.org.sg](http://www.cip.org.sg) by National Volunteer & Philanthropy Centre**
- **Currently involved volunteers : 58**
- **Youth performance(goodwill) dedicatedly choreographed into theme**
- **Youth art works contributed out of good will and love for Dogs**

# “Play for Paws” Charity Gig & Flea

What we have	What we are trying to Secure	What we need
4 Dance group (20)	Location Sponsorship Woodlands Town Council **	Tentage
2 Bands (8) Video graphing equipment	Equipment Sponsorship Republic Polytechnic	Equipment*
Action of Singapore Dogs Volunteers (10)	Pet Shop Booths, Pet Accessories Booth Pet Services Booth	Stage Set up *
Marketing Materials Posters & Flyers & Banners Equipment list Stage layout Program Sheet	More Volunteers (cip.gov.sg) (NPVC) ( cannot be Estimated) Printing service	Food Catering (Crews and Audience)
Raised \$207.80	Prizes (ASD, Pet Shops)	Generators
3 booths application	Dogs training lesson	Transporting of equipment
Friends Volunteers (20)		





Printing of Contracts + Consent forms + Art Works (exhibition)	\$ 50		
Printing of Certificates	\$ 50		Certificate of participation
Drinks for fund-raising (100 cans)	\$50		
G) Fund-raising cookies 10 boxes	\$ 100		
Cookies Packaging	\$20		
Prizes (ASD sponsored) or Dog food	\$ 50	<b>On negotiation</b>	
Scotch Tape	\$ 5		Identification
g) Tentage 33ft by 20ft = 400 (DOME) (with fan and lights) X 2 33ft by 20ft = 240 (A-SHAPED) (wth fan and lights) Generator	\$ 480 \$450	<b>On negotiation</b>	To cover participants from rain or shine
h) Permits and license Police Permit	\$50		Permission to hold event
I) Technician's Paycheck (8 hours)	\$ 350	<b>On negotiation</b>	To ensure sound quality
TOTAL :	\$3035		



Items	Profit Collected	Details	Progress
Cookies	\$207.20		
Store Rentals	\$180	Estimated. (for now)	
Sale of drinks	\$110	Estimated.	
<b>TOTAL:</b>	<b>\$497.20</b>		

Expenditure(A)	Funds Generated (B)	A - B	80%
\$3035	\$497.20	\$2537.80	<b>\$2030.24</b>

# “Play for Paws” Charity Gig & Flea

- Future goals (long term)
- One dog at a time / a little goes a long way
- Eventually create awareness for bigger animal related issues (shark fins, animal furs)

In collaboration with :

