



# Guide to Selling The Purple Poppy

## Frequently Asked Questions

www.animalaid.org.uk • tel: 01732 364546 • info@animalaid.org.uk

### Q What is Animal Aid's purple poppy all about?

A The purple poppy has been designed to commemorate animals who have lost their lives as a result of human conflict. While people have always remembered the human victims of war, the impact that conflicts have had on animals has been essentially overlooked. Now it's time to put that right.

Animals have been used for detection, scouting and rescue, as messengers, as beasts of burden and on the frontline. And vast numbers of animals - in farms and zoos, for instance - continue to be bystander victims when conflicts start. Meanwhile, in secret UK Ministry of Defence research laboratories, more than 20,000 animals each year are destroyed with chemical, biological and other weapons.

By wearing a purple poppy - people can do so alongside the traditional red one - we will finally be acknowledging that millions of animals have been drawn into conflicts not of their own making and have lost their lives as a result.

### Q How can I help?

A Animal Aid's poppy box is ideal for displaying in your local vet's surgery, library, post office or anywhere that has a counter on which to put the box. You could also sell the poppies at a collection in your local supermarket.

### Q What is in a purple poppy box?

A The purple poppy box contains 50 poppies, 100 leaflets, a copy of our report called, 'Animals: the hidden victims of war' and a card with your name and phone number on, which you can hand to the establishment displaying the box.



### Q I have permission to leave the poppy box somewhere. What do I need to do now?

A Call Karin on 01732 364546 ext 223 or email karin@animalaid.co.uk and she will send you the box.



### Q How much should I sell the poppies for?

A We suggest a donation of £1. Some people will put in more, some less, but we hope that the poppies will raise, on average, £1.

### Q The supermarket that I am collecting at needs a written letter of authority from Animal Aid. Can you provide one?

A Yes. Please let Karin know the supermarket's name and address and she will send a letter to you, addressed to them.

### Q The establishment displaying the box has run out of poppies and/or leaflets. What should I do?

A Call Karin on 01732 364546 ext 223 or email karin@animalaid.co.uk and she will send you some more.

### Q What do I do once the establishment has finished with the box or I have finished my collection?

A Count the proceeds and send a cheque payable to Animal Aid for the amount raised. If you have any unsold poppies, please return those too.

### Q I would like to sell poppies next year. Can I keep the collection box until then?

A Yes, please! That saves you and Animal Aid postage.

### Q Where does the money from the sale of the poppies go?

A The proceeds go towards Animal Aid's vital campaign work against animal cruelty.

Please send proceeds to:  
Animal Aid  
The Old Chapel  
Bradford Street  
Tonbridge, TN9 1AW