

Fundraising.....

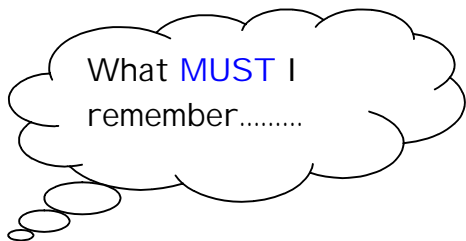
Be *clear* about the purpose of the fundraising – what's it for, what are you aiming to achieve, what is your target.

Decide who *your audience* is and work out how to get them interested in joining in.

Work out a plan – *what* are you going to do, *where* are you going to do it, *what* will you need, *who* do you need to help, *when* will you do it, *will it cost* anything.....

We have some publicity materials at the TOFS office. Ask us for a list of what's available.

TOFS can take no responsibility for any activity you undertake, any loss, injury sustained or damage caused as a result of fundraising events held in aid of TOFS.



For any of us who choose to fundraise for charity there are some things that we MUST do by law.....

- Any images, logos, written texts taken from somewhere else are probably copyrighted! You **MUST** get permission from the owner to use them.
- If your event involves using the public highway, pavements, community ground, shopping precinct or any place that the general public use (even the pavement outside your home!) you **MUST** get permission from the local authority or owner of the land. Check it out!
- If you're involving children and young people in your activity:
 - For children under 8 years, they **MUST** be supervised by their carers and not left alone with you unless you have registered with OFSTED

- Young people under 16 years **may not** collect money unless accompanied by an adult and you should get written permission from their carers to involve them in any fundraising activity
 - You **MUST** ensure that health and safety procedures are kept to safeguard children and young people
- When using other people to provide activities e.g. bouncy castles, you **MUST** check that they have public liability insurance, or the organisation you're working with (e.g. the local school) or you yourselves do! If there's an accident you'll wish you had!
- If the event you've arranged has to be cancelled, you **MUST** refund any money anyone has already paid for tickets, raffles, sponsorships etc. Good idea to keep records of who's given what and their contact details.
- Keep legal! You **MUST** ensure that;
 - You have a licence to sell alcohol if that's what you're doing
 - Under 18s cannot be sold alcohol
 - Adult rated videos and 'for adult only' materials cannot be sold to under 18s
 - Cigarettes cannot be sold to under 16s
 - Knives and **ANY** other potential offensive weapon cannot be sold to under 16s.
 - NO DRUGS can be sold to anyone
 - You have an entertainment licence for events where you are inviting the general public and it is entertainment based. (Obtained from your local authority – doesn't include social events held in your own home – check it out!)
 - Access for disabled people is available if it is an activity for the general public
- When using a public venue you **MUST** check that it is safe and healthy – do a risk assessment, check out exits (are emergency exits clear and working), anything dangerous around. Think about how you want to use the venue – is it suitable (e.g. if you want to offer play activities for families, a field with no gate that opens directly onto a major road will not be very safe!)
- Check out that any contractors you use will operate safely

- When offering a public raffle or draw you **MUST** ensure that you (or the umbrella organisation you are working under e.g. school, community association...) have a Lotteries Licence. Check it out!
They are available from the local authority. This doesn't apply to quizzes or competitions where skill is involved.



Keep records from the very beginning.....
Make sure someone else knows you are doing this and witnessing you

Make one person responsible (preferably YOU!) for the money.

Let TOFS know what you're taking on - it's always safer when someone else knows!

Make a record of what you think the event or activity will cost to put on and what you think you will raise. You can compare this with what really happened at the end. It's called financial planning! You will then know not only what money you have made, but also how much profit there was.

Keep all your receipts of money you spend on getting this activity off the ground and you'll always have the proof of the costs.

Count the money **as soon as** the activity is finished - **make sure you have a witness** present while you do it! Bank the cash and send a cheque to TOFS. Send all cheques made out to TOFS directly to TOFS office. **Don't delay!** Remember to say who's sending it and how you raised it - otherwise we won't know where it's come from!

What else do I need to think about

Publicity: fundraising activities and events always benefit from publicity, you can use;

- TOFS website, CHEW (if you know long enough in advance), emailings
- Posters, flyers (remember it is illegal to stick posters on public or private property without permission)
- Sponsorship forms and information
- Local media - newspapers, radio TV
- National media if it's a really, really big event

Remember to use the wording " TOFS is a registered charity number 327735"

Alert the media before the event - write a press release if you can and send it to them. Get them to come along to the event with a photographer. Don't forget to send TOFS office a photo and copy of the written report!

First Aid: Carry a recommended first aid box. (check it out in Boots, the British Red Cross or St John Ambulance)

Identify who amongst you can deliver first aid (do you have a qualified first aider?).

If you don't have a first aider, work out what you will do if there is an accident. Is there a local health centre that does minor injuries? Where is the nearest hospital emergency department? Have the NHS direct number to hand - good for advice. There's always 999!

Don't be put off by all this - most of it is common sense!
Fundraise safely, enjoy it and thank you from TOFS