



# St Raphael's HOSPICE

*Information Sheet No. 1*

**FUNdraising Guide. Updated July 2010.**

## **FUNDRAISING “IN AID OF” ST RAPHAEL’S HOSPICE**

- ***This Guide tries to answer the questions we have been asked regularly, but if you need any help or advice just ring our Fundraising Team on 020 8335 4576 or 020 8644 3857.***

**Firstly, THANK YOU!** Without your help the Hospice would not exist. Support from volunteer fundraisers is vital and what you are about to do is much appreciated! And **FUNdraising is FUN!**

### **Could YOU organise a Fundraising Event or activity?**

Yes, of course you could! If you have a good idea and the enthusiasm to see it through. If you have supportive friends and neighbours and sufficient enthusiasm to spur them into action – start discussing your plans and see if they will help. You may be surprised!

### **Advance Planning – A few tips**

- Try to make sure you are not clashing with a similar charity or event
- Give yourself plenty of time to organise every aspect of the event
- Look at what could go wrong on the day and how you would deal with it!
- Do check if you need any licences or permits as a few events need these. Frequent issues that arise are licensing for the sale of alcohol and an entertainments licence if live music or dancing are involved
- Do advertise your event – nobody will come unless they know it is taking place!
- Use the local newspapers, radio, and shop windows to display posters to promote awareness of the event
- Check that everyone knows what they are doing on the day. People usually like to be given something specific to do and be responsible for.

### **Staging an Event**

If you can get enough support you could organise a Grand Ball; Dinner and Dance; Fete; Street Party; Golf Day; Race Night. But don't be over ambitious. Use all the expertise you can lay your hands on – there is nothing like experience and do learn from other people's mistakes.

Do research to find out how much interest there is in what you plan to do. This will help you judge how viable your event is. If in doubt, attempt something smaller first.

### **Gift Aid**

**Please always ask any donor who pays income tax to complete one of our “Gift Aid” forms as this enables the hospice to claim an EXTRA 28% on top of their donation, at no extra cost to them.**

**Registered Charity:** The Daughters of the Cross (St Raphael's Hospice) 1068661

### **Larger Events – Putting on a Show**

You could consider this if you are a member of a society – a choral society, dancing school, amateur dramatic society, specialist display team, or if you have a hobby or business that lends itself to a fundraising show, e.g. a dog show; fashion show; aerobics display, football competition or a darts match. The list is endless!

You will need to book your venue and start devising a programme early on. Seek the help of others and form a group of friends or colleagues who will help.

### **Practicalities**

Prepare a Budget. How much will the event cost? How much profit will it make? How will the money be made? Avoid committing yourself to a huge outlay. Try to get things sponsored, or given free of charge. Confirm conversations in writing and keep copies. Form a committee and be prepared to delegate to others who are willing to help. Meet regularly to iron out problems as they arise.

### **How can we help you?**

We can provide you with a range of things including collecting cans and buckets, poster advertising “blanks”, literature; T Shirts; banners; display material; merchandise for sale; sponsorship forms to help make your fundraising event a success. We even have a small marquee (3m x 3m). Many people already have good ideas of their own to raise money, but we can provide a list of suggestions as well.

### **Gift Aid – Another reminder! It really does make a big difference**

If an individual pays UK Income Tax, by signing a “Gift Aid” declaration form the charity can claim back tax from the Inland Revenue – and increase the value of the donation by **28%**

### **Events, NEW AND OLD**

Car Boot sales and Bring and Buys are “the stuff” of fundraising and have survived the test of time – because they work.

Do look for a new angle on an old theme, perhaps do your event blindfolded or backwards. You could have a beach party in the winter or Christmas Lunch in July!

There are hundreds of ideas and we will circulate a list of as many as we can think of - but know of a different fundraising activity, let us know!

### **Value for money**

Make sure that your prices are fair. If people have been kind enough to support your event, don't overcharge for a cup of tea, or be mean with food. More money raised must be weighed against happy “customers”. People will look forward to supporting you in future fundraising ventures if they get value for money.

### **Sponsored Challenges**

You could be sponsored for any number of activities. Ask your friends, family and work colleagues to sponsor you to:

- |                |                   |
|----------------|-------------------|
| ➤ slim         | ➤ bounce          |
| ➤ run          | ➤ skip            |
| ➤ stop smoking | ➤ parachute jump  |
| ➤ walk         | ➤ bungee jump     |
| ➤ stay silent  | ➤ climb Ben Nevis |

### **Photos**

If you can take some “action” photos of you and your activity or event “in progress” we always love to see them, and we might be able to use some in a hospice publication. They can be either a printed copy or a jpeg by email to [fundraising@straphaels.org.uk](mailto:fundraising@straphaels.org.uk)

## **THE LEGAL BITS First –**

What you are doing is called an event or activity **“In Aid of”** St Raphael’s Hospice. This means that your fundraising is supporting the hospice, but you do not **“represent”** the charity and that the event or activity is your responsibility.

Please **tell us** what you are planning to do to support us. We need to know. And we can give your event extra publicity by including it in our Diary of Forthcoming Events

There is a simple registration form enclosed. Send it to us with details of your proposed fundraising event – or send us an letter or email with the information, so if we are asked “do we know about the “xxx” being run for St Raphael’s?” – we can say “yes”!

### **House to house collections and Street Collections**

The charity does not currently undertake these forms of fundraising and we cannot authorise these to be carried out in our name as they require a Metropolitan Police permit, and permits can only be issued for whole Boroughs (not just individual streets), for a specific day – and only one day per year. So if the charity were to apply for such a permit we would have to ensure that we can make the best use of it by collecting in all areas of that borough, that day

But apart from the legalities, there is also a safety issue of collecting cash door to door to be considered. (We do have a Lottery canvasser who calls door to door to encourage people to join our hospice lottery, but he does not collect cash)

**Collections on Private Property** These are currently MUCH easier, as at present all you usually need is agreement from the owner/management. Examples are the big DIY stores, supermarkets, garden centres, pubs etc.

**BUT BEFORE YOU MAKE ANY APPROACHES, PLEASE CHECK WITH LOUISA HITCHEN** our COMMUNITY FUNDRAISER FIRST. This is because the hospice already makes many approaches and may well have a record of previous contact with particular venues.

After checking with Louisa, write to the Manager asking for permission to have a collection. You will need to quote our **Registered Charity Number: 1068661** (The Daughters of the Cross – St Raphael’s Hospice). Most stores receive many requests and will allocate a collection date on a rota basis. You should be sure that you have enough helpers to cover all the hours available. “Every Penny Counts” and collections can raise hundreds or even thousands of pounds. Extra points to be aware of are:

- Children and young people under 16 must not collect money in public.
- Fundraising organisers should always be aware of the need for security when carrying cash, and make appropriate arrangements for counting and banking.
- Money should be collected in sealed collection boxes or sealed buckets (both available from the fundraising office)
- We can provide **“Authorised Collector” badges**. We need your name, address & phone number, plus **two passport size photos with your name on the back**. And if all this sounds “a bit over the top” just remember that there ARE bogus charity collections out there, and our job is to protect the reputation of St Raphael’s Hospice as well as raise money.

## **Other licences you might need**

**Alcohol.** Licensing is needed for the **sale** of alcohol at any event. Any adult can apply to the local authority licensing committee for a licence to sell alcohol, If you are organising an event where drinks are included in a ticket price, licensing will not usually be needed – but – do check first with your local council licensing officer.

**Entertainments Licence.** If live music or dancing are involved in your event you will need to enquire about whether the premises have an entertainments license, or apply for an occasional license. The Licensing Officer at your Local Council will advise.

**Draws and Raffles.** There are two main types of draw/raffle:

1. A “raffle” where prizes are donated and you sell numbered “cloakroom” style tickets. As long as this is done at a particular event, sold to the people attending, and the draw is done “there and then” at the event, it is classified as a private lottery and is OK. The winners must be made known publicly at the event.
2. But if you want to pre-sell tickets over a period of time, with the draw on a date in the future, this will involve having pre-printed tickets and needs to be registered under the Gambling Act 2005 with your Local Authority. St Raphael’s has a registration, but we use that to administer our Lottery, so **before you do anything about having a draw and sell the tickets over a period of time, please speak to the fundraising office for advice first.**

## **Financial Risk and liability**

St Raphael’s Hospice does not accept any financial liability for any event organised in its name, unless there is a prior agreement in writing signed by the Hospice Manager or Director of Fundraising. The charity does not pay deposits or underwrite any liability for 3<sup>rd</sup> party “In Aid of” events or activities

Responsibility for financial liability rests with the organiser of an event, so great care should therefore be taken to ensure that the return of any outlay (including penalty clauses and cancellation fees) can be fully recovered. If there are “up-front” costs for your event, the best way to deal with these is to get them sponsored. That way you know the event (at worst) will not lose money.

## **Transfer of Funds**

The funds raised from your event or activity should be sent to the Hospice as soon as practical afterwards, normally within a few weeks or when you have collected the money in. There may be some expenses that you have incurred in running the event and activity, and it is acceptable to deduct these from the proceeds, but if you do that you should send the charity a simple statement of account showing income, expenditure and what moneys you have deducted, for what purpose. We will write and thank you, so you know that we received the funds, and you can also show that letter to anyone who was also involved with the fundraising.

Funds raised will normally be sent via a cheque payable to “St Raphael’s Hospice” with your details so we can reply, and a few words about how the money was raised.

The address to send to is: TOBIT Fundraising Office, St Raphael’s Hospice, London Road, North Cheam, Sutton SM3 9DX

## **Insurance**

The Insurance Policy held by the Hospice does NOT cover any external events organised by anyone else, either individuals or groups and organisations, even though the event is “in aid” of the hospice. You must therefore ensure that any event you organise has appropriate insurance cover as St Raphael’s Hospice cannot accept any liability for insurance.

The only exception to the above are activities organised through a recognised and approved St Raphael’s Hospice Local Supporter Group, or the St Raphael’s Hospice “League of Friends”, which will (generally) be covered via the Hospice insurance Policy. If in any doubt ask Louisa Hitchen, our Community Fundraiser for advice.

**For advice and further information contact: St Raphael’s Hospice Fundraising Team**

Tel: 020 8335 4576 or email: [fundraising@straphaels.org.uk](mailto:fundraising@straphaels.org.uk)