

Safe & Legal Fundraising



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About this Guide

This guide provides information about fundraising for Action for ME.

Our friendly fundraising team are here to help you every step of the way, so please don't hesitate to contact us if you have any questions.

Disclaimer:

This guide contains links to other websites. Action for ME is not responsible for the accuracy of material on linked websites, and does not necessarily endorse the views, products, treatments, or services within them. Links are provided for information only, so that fundraisers can find out more information on a subject or service. We will always check that links work before including them, but sites do move, experience technical difficulties, or close. We cannot guarantee that links to external websites will work all of the time.

Please do tell us if you find a link that does not work.

The Code of Fundraising Practice

Charity fundraising is regulated by law. The guidelines below will help to ensure your fundraising is both legal and safe. In addition, full guidelines are available from the Chartered Institute of Fundraising (www.ciof.org.uk). The Fundraising Regulator has created a [Code of Fundraising Practice](#) which outlines the responsibilities that apply to fundraising both by charities and their third-party fundraisers. ALL Action for ME fundraisers are required to agree to a set of terms and conditions, which includes abiding by the Code of Fundraising Practice

All fundraising in aid of Action for ME must be legal, open, honest and respectful, and must not bring the charity into disrepute.

Collecting Donations

Things to consider when planning any in-person fundraising:

For collections on public land, you will usually need a license or permission to collect from the relevant local authority. For more information, visit www.gov.uk/street-collection-licence or contact your local council.

For collections on private land, you will need permission from the person responsible for the site

- Collect cash using a secure container – Action for ME can provide you with a collection box or tin – contact us [here](#).
- Where possible, have two people present when money is being counted.
- Bank the money collected as soon as possible, you can pay it into our bank [here](#), or contact us [here](#) if you would like to pay in the money you've collected by bank transfer.

Lotteries, Raffles, Prize Competitions & Free Draws

Events like these are subject to licensing from local authorities. If you are holding a large-scale raffle, you may need to obtain a small societies license. You will need to contact your local authority to get this. The Code of Fundraising practice has a section covering lotteries, prize competitions and free draws, you can [read it here](#)

There are certain small-scale raffles that may not require a license. A list of exceptions can be found on the [Gambling Commission website](#), but if you're unsure it's always best to contact your local council.

Event Licenses

If you are holding an event, you may require a license. Activities that require a license include:

- selling or serving alcohol
- providing entertainment, such as music, dancing or indoor sporting activities
- serving hot food or drink between 11pm and 5am

You can find more information [here](#).

Insurance

If your event involves the public, you will need to have Public Liability insurance. Please check what public liability insurance the venue has in place before your event. Unfortunately, Action for ME cannot accept liability for a fundraising activity or event you undertake in support of us.

Food

If you are providing food at your event, please contact the [Food Standards Agency](#) for guidelines about food hygiene. They provide [specific advice about providing food at charity and community events](#)

First Aid

If you are holding an event, you may also require First Aid cover. Seek advice from a professional first aid provider such as [St John Ambulance](#).

Collecting Donations Offline

If you don't want to fundraise online, or if you run a fundraising event that calls for some in-person fundraising, there are several different options when it comes to collecting donations.

Cash

If you are asking for donations in return for something, like cakes at a bake sale or handmade items, or if you get sponsored in cash for an event, you can collect cash yourself and send it to us [through our website](#). You can also add it to your fundraising page as an offline donation ([instructions from JustGiving here](#)/[instructions from Enthuse here](#)).

Collection boxes

If you want to have a more long-term collection, such as in your local business or office, we can send you small cardboard collection boxes. Once they're full, you can pay the cash into your bank and send it to us [through our website](#). You can also add it to your fundraising page as an offline donation ([instructions from JustGiving here](#)/[Instructions from Enthuse here](#)). Remember, if you're putting a collection box in someone else's business or at work, you may need to get permission.

Gift Aid it!

Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, boosting your fundraising total. Gift Aid can be applied to any donation from a UK tax payer, as long as the amount claimed is no more than the tax paid that financial year. When collecting donations or sponsorship, make sure to ask whether the supporter would like Gift Aid applied. All we require for Gift Aid to be applied is their full name and address. There are rules on what you can and cannot claim Gift Aid on, for more info, contact us.

QR codes

Lots of people don't carry cash any more - so it's good to always have a digital option at a physical event. Using a QR code means that people who want to give online still can, by scanning the code and being directed to your fundraising page. You can find instructions on how to create a QR code for your Just Giving page [here](#) or your Enthuse fundraising page [here](#).

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