each

East Anglia's Children's Hospices

Fundraising Guidelines

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Welcome

We are delighted you have chosen to fundraise for East Anglia's Children's Hospices (EACH)! Thank you so much for joining our fundraising family.

We can't wait to support you, and to help, we have put together the following guidance so your activity runs smoothly, is legal, safe, and ensures everyone has a great time (and raises lots of money!).

At EACH our supportive care for babies, children, young people and their families is all-encompassing. If required, this life-long support includes specialist nursing, therapies and ongoing wellbeing care through all the ups and downs.

Depending on a family's needs and wishes, we can provide care in one of our three CQC Outstanding rated hospices, in the family home, in hospital or in the wider community. This ensures every family receives care somewhere they feel safe and comfortable.

Our planned, coordinated end-of-life care ensures children are as comfortable as possible, and that families have everything they need to feel prepared. Our specialist bereavement support is offered to the whole family, individually and in groups, and includes memory days for families to come together to remember their loved ones.

Giving support when it's needed most – meet Logan



Logan Ditcham has Down syndrome, as well as heart and kidney disease, and has been a regular at The Treehouse, for just over a year, having initially started attending EACH's TreeTots group. The special sessions are for babies and youngsters up to the age of five.

The family moved on to an overnight stay together, and Logan now enjoys daycare and short breaks on his own. He particularly loves music therapy and band practice sessions, arts and crafts, playing with cars and being pushed on The Treehouse swing. He also hopes to start having hydrotherapy soon.

"Even before our referral, I used to speak to another mum whose daughter has a heart condition and receives care at The Treehouse," said Vicki, who lives in Stowmarket and is also mum to four-year-old Alfie. "So, I've always known what an amazing charity it is, and that's proven the case since we've been going."

Read more of Logan's story

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Tell us all about your activity!

We would love to hear the details of your fundraising so we can support you in the best way. If you haven't already, please email us at: supportercare@each.org.uk and we will put you in touch with your local fundraiser, who can provide support throughout your fundraising journey.

Choosing your fundraising activity

There are lots of ways you can fundraise for EACH! Whether you're planning an event, fundraising online, taking on a challenge by yourself or with friends, family or colleagues, you'll find plenty of inspiring ideas on our website to help you get started.

Visit our website for ideas

All fundraising is underpinned by the Fundraising Regulator's Code of Fundraising Practice. **For more information, you can click here to read the code.**

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Fundraising ethically

There are some activities we cannot accept funds from. EACH has both an Ethical Fundraising Policy and a Gift Acceptance Policy which ensures compliance with legal regulation, and ultimately protects the reputation of our charity against adverse public reaction from existing or potential supporters. The charity therefore will not accept donations from illegal activities or fundraising activities that are derived from:

- Defence / arms manufacturing / dealing
- Pay day lending
- Assisted dying brands (including campaigning)
- Certain types of gambling (please check with us if you are unsure)
- Tobacco and vaping
- Pharmaceuticals
- Adult industries.

Please note, this list is non-exhaustive, if you are unsure whether your fundraising falls within ethical guidelines please contact us at **supportercare@each.org.uk** and we can chat through your idea.

Additionally, EACH will not align itself with, or accept donations from, activities that could negatively impact children's health and wellbeing, or that might harm the charity's reputation in any way.

On occasion, information about the conduct / fundraising activities of an individual or organisation may come to light which will call in to question the validity of EACH's acceptance of their support in relation to our policies.

Avoiding discrimination when fundraising

In England, Wales and Scotland, under the **Equality Act 2010**, you are legally required to make sure your fundraising does not discriminate against people with characteristics that are protected by law. Each protected characteristic has its own specific piece of legislation, and anti-discrimination law is not grouped together in one specific act. If a person has been recruited to take part in an event, you can only refuse to allow this in certain circumstances, such as if they have broken the event conditions, or there is a health and safety risk.



Promoting your fundraising

When you are fundraising, you will need to make it clear that you are fundraising in aid of EACH, and that that your activity is not organised by us. EACH cannot accept any responsibility for you, your event, or any of its participants.

Logo

If you are designing and using publicity materials for your fundraising, you must use our 'in aid of' logo, please email your EACH fundraising contact or supportercare@each.org.uk to obtain a copy. Our 'in aid of' logo will be provided alongside guidance on its use. All materials displaying this logo should be approved by us before printing.

Messaging

All promotions of your event should clearly state whether all funds raised at the event will go to the charity, or whether money will be used to pay for any costs.

We can provide you with messaging of the impact your fundraising will have so donors and fundraisers can understand how their support has made a difference to EACH.

After your event, you should let your donors and supporters know how much was raised.









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Event safety and compliance

When planning your event, you must ensure it meets health and safety and legal requirements.

Risk assessment

To ensure your event is organised efficiently and safely you must complete a risk assessment in advance. A risk assessment helps you identify potential hazards at your event and plan how to prevent or manage them. Various risk assessment templates can be found online.

When preparing your risk assessment, make sure to consider the following:

- **Look at every stage of your event** – from setting up, running the event, to packing away. What could go wrong at each point?
- **Assess the impact** – if a hazard were to happen, how serious would it be?
- **Evaluate the likelihood** – how likely is it that the hazard will occur?
- **Plan your control measures** – write down the steps you'll take to reduce or eliminate each risk.
- **Take action before the event** – make sure all control measures are completed in advance, and review your assessment regularly in case anything changes.

Insurance

To help ensure your activity is safe and runs smoothly, you will need to consider if you need any insurance cover for your event. If your event involves members of the public, we strongly encourage you to seek advice about public liability insurance. There are a range of companies available to provide this.

Licencing

Some activities may require a temporary event notice or licence, for example to serve alcohol or run a raffle. You can contact your local authority to check or find out more information on the government website. Promotion of alcohol through sponsorship, gift in kind, or competitions should be conducted in a socially responsible manner and should not be targeted at people under 18. Ensure your venue has the correct licence to serve alcohol. You may also need a licence for holding a raffle or lottery.

Holding an auction, raffle or lottery

There are strict laws relating to all lotteries and raffles. There may be circumstances when a licence may be required. For more information please visit the Gambling Commission website **gamblingcommission.gov.uk**, and Section 11 of the **Code of Fundraising Practice**

Working with children (anyone under the age of 18)

Extra care should be taken if your event involves children. This should include proper adult supervision and you should carry out background checks if adults or suppliers at your event are to have unsupervised access to children. Some other things to consider when fundraising with children include:

- Children under the age of 16 are not allowed to purchase raffle tickets
- Children under the age of 16 are not allowed to collect money (e.g. bucket collections, selling raffle tickets)
- Children under the age of 16 must not be given overall responsibility for handling or counting money.

If children are photographed at your event, you should seek permission from their parent or guardian before doing so.

If you are organising a large scale event, ensure that any helpers or volunteers know what to do in the situation of a lost child.

Working with vulnerable members of the public

You must not, at any time, take advantage of the trust, lack of knowledge, apparent need for care and support, or vulnerable circumstances of an individual. This includes:

- Not accepting a donation if you know, or have reason to believe, that a person cannot make an informed decision to donate
- Returning a donation if you discover the donor could not make an informed decision at the time of the donation.

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Event safety and compliance (cont.)



Collecting and using data

As part of your fundraising, or at your event, you may come in to contact with personal data and information belonging to people involved in your activity. You are responsible for ensuring that any paper or electronic data you hold complies with the **Data Protection Act 2018**. You must keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

If you have used sponsorship forms, please make sure to include your contact details and send them to: EACH, Church Lane, Milton, Cambridgeshire, CB24 6AB.



Food and drink

Food must be prepared and served hygienically. If selling food, contact the Environmental Health department at your local council for advice as well as visiting **food.gov.uk.**
As above, if selling alcohol you must ensure your venue has the correct licence to serve alcohol.

Holding a collection

You must obtain a collection licence from the relevant local authority when organising a street or public collection, and private property collections will require the permission of the property owner / manager. EACH will need to see a copy of this licence / permission before issuing you with charity collection boxes or buckets.

Children under the age of 16 are not allowed to collect money or be given overall responsibility for handling or counting money.

You will need to ensure you have clear ID and wear EACH branded clothing when collecting, please ask your EACH fundraising contact for guidance.

You must not conduct any door to door requests for donations or sponsorship in aid of the charity.

We have specific guidance relating to collections which must be read before taking part in a collection, please refer to our fundraising pack.

View our fundraising pack



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Donor code of conduct

When you make a donation, you are giving voluntarily to support our mission, rather than purchasing a product or service. Our fundraisers are here to share our work with you, answer your questions, and help you make informed choices about how you support us. We believe the very best relationships are built on mutual respect, openness and trust. As part of that partnership, we ask our supporters to share these values:

Respect and kindness

You will always be treated with courtesy, honesty and gratitude by our team, and we ask that our staff and volunteers are treated in the same way. We are committed to creating a welcoming and inclusive environment for everyone and expect all interactions to be free from discrimination, harassment or intimidation of any kind.

Shared purpose

We recognise that generous donors can have influence, and we deeply value your passion for our cause. At the same time, we ask that support is given with our charitable purpose at heart. Your gift is intended to help us care for children and families, and does not come with expectations of personal benefit, preferential treatment, or influence over our governance, leadership or day to day operations.

Integrity and trust

We promise to use your donation responsibly and for the purpose it was given, to thank you sincerely, and never to place you under undue pressure to give more. In return, we ask that donations are offered freely and without conditions that could compromise our mission or the way we deliver care.

We hope you feel these principles are fair and reflect the spirit of partnership we strive for. Sadly, charities can sometimes experience situations where boundaries are challenged. By sharing this code, we aim to be transparent, to protect our staff and volunteers, and to ensure that everyone connected to EACH feels respected and supported.

Working with EACH staff

EACH is proud to have a zero-tolerance policy for bullying and harassment. Please treat our staff with the same respect you would expect to receive.

We are sure you will appreciate that EACH is proud to have a zero-tolerance policy for bullying and sexual harassment in any form and we are committed to maintaining a safe, respectful and inclusive environment for everyone who visits, and those who work with or on behalf of EACH.

Please ask us for a copy of our Anti-Bullying and Harassment Policy if you would like more info.

Should any concerns arise in relation to these expectations, we would address them promptly and this may include reviewing the ongoing provision of services.

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Donor code of conduct

We greatly value your support and strive to exceed your expectations in every interaction with us. Your generosity enables us to deliver all-encompassing, lifelong care that includes a comprehensive range of services to support both bereaved and non-bereaved families. Our aim is to ensure the best possible quality of life for babies, children and young people.

While we always aim to provide the highest standard of service to our donors (those who donate) and supporters (those who fundraise), there may be occasions when we do not meet your expectations. If this happens, please let us know so we can address your concerns, resolve the issue and improve our standards. Here is what we aim to do in terms of the Donor and Supporter Standards we set ourselves:

- We ensure our fundraising is legal, open, honest and respectful.
- We will treat you with courtesy and respect.
- We will answer your questions about our operational activities and costs with transparency and honesty, ensuring our information is up-to-date and accurate.
- We respect the rights, dignities and privacy of our donors, supporters, and those we care for. We will never put undue pressure on you to donate, intrude on your privacy, we will not use unreasonably persistent approaches and will always accept a request to end an interaction.
- If you tell us that you do not want us to contact you again or in a particular way, we will not do so.
- We will always explain that we are not offering financial advice when talking about any financial benefits to a donor.
- We will never take advantage of the trust, lack of knowledge, apparent need for care and support, or vulnerable circumstances of our donors.
- Where relevant, we will provide you with appropriate guidance to support fundraising activity.
- We will listen to your feedback and use it to help improve our performance.
- We will provide clear information about how you can donate or change a regular commitment and we will treat you fairly to ensure you can make an informed decision about donating.
- We will always take reasonable steps to protect our fundraisers from harm and harassment.
- We will treat all communications with you as confidential – our **Privacy Policy** outlines how we use personal data.
- We will explain how your donation is used.

Dispute resolution

EACH is committed to the highest standards in fundraising practice. We are registered with the Fundraising Regulator and committed to the Fundraising Promise. If you feel that your complaint has been unresolved by us, then the Fundraising Regulator can investigate. You will need to contact them within one year of logging your complaint with us.

Visit: www.fundraisingregulator.org.uk

Call: 0300 999 3407

Write to: Fundraising Regulator, 50 Featherstone Street, London, EC1Y 8RT

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Cash handling and paying in your fundraising

Handling cash

You must always ensure unsecured cash is not left unattended, is banked as soon as possible and kept in a safe or secure place until it is banked. Cash must be counted and recorded in a secure place by two people, preferably unrelated. Children under the age of 16 must not be given overall responsibility for handling or counting money.

Gift Aid

Gift Aid is a fantastic, easy way to maximise your fundraising but you must ensure it is used properly. Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation (it cannot be claimed on behalf of a group or as part of a collection). Please ask your EACH fundraising contact for guidance if needed.

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Paying in your donations

All donations should be sent to the charity within six weeks of collection.

There are several ways to pay in your fundraising:

- Online at **each.org.uk/donate**
- Call us on 01223 800807
- Post cheques or CAF vouchers to: EACH, Church Lane, Milton, Cambridgeshire, CB24 6AB
- If you've raised money through online platforms such as JustGiving or Enthuse, there's nothing you need to do as the money will come directly to EACH. Please do make us aware if there are multiple pages / sites raising funds for your activity so we can ensure you are thanked appropriately
- For details on how to pay in by bank transfer please email **supportercare@each.org.uk**.

EACH's Values

View our values online

We expect anyone involved in fundraising or representing EACH to uphold these values too.

Complaints procedure

At EACH, we value your support of our work and we want to surpass your expectations of us. Without your support we would not be able to continue providing care for children and their families living with life-threatening conditions and complex healthcare needs. There may be times when we do not meet our own high standards.

When this happens, we want to hear about it, resolve it for you, and put measures in place to stop it happening again.

If your event involves members of the public, we strongly encourage you to seek advice about public liability insurance

EACH is registered with the Fundraising Regulator and committed to our **Fundraising Promise**.

Read EACH's Supporter Standards



Thank you for organsing a fundraising event for EACH, we are so grateful for your support.

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Call us: 01223 800807

Email us: supportercare@each.org.uk

Write to us: EACH, Church Lane, Milton, Cambridgeshire, CB24 6AB

Visit us: each.org.uk

Royal Patron: HRH The Princess of Wales
Registered Charity No. 1069284
Company No. 03550187

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