

Guide to Safe, Legal Fundraising Events

Thank you so much for supporting East Anglia's Children's Hospices (EACH). Your support will make a huge difference to the children and families we support.

We've created this guide to help you, but please don't forget the EACH team is here to offer you help and guidance, to enable your event or fundraising activity to be safe, legal, fun and successful.

EACH guide to running an event:

1. Plan!

The sooner you start to organise your event, the better. You might want to set up a committee of friends or family to help you.

2. Brainstorm!

Take the time to come up with your favourite idea, and remember that often the simplest ideas can be best. Write a checklist of what you need to do at each stage.

3. Schedule!

The time of year you choose to organise an event will play a big part in how successful it is. You need to consider when your audience is most likely to be available and willing to participate. Does it clash with any other local or national event? Take note of school and bank holidays, as well as EACH events already in [our calendar on our website](#).

4. Share!

Get in touch with your local EACH office so we can offer you help and advice. If you'd like an EACH representative to attend please let us know in plenty of time.

Cambridgeshire and West Essex call: 01223 204916 or email: cambs@each.org.uk

Norfolk call: 01953 666767 or email: norfolk@each.org.uk

Suffolk and East Essex call: 01473 276196 or email: treehouse@each.org.uk

This booklet contains lots of useful information on...

- Promoting your event
- Raising money
- Getting your funds to us safely
- Health and safety
- Insurance
- Licenses
- Organising a collection
- Raffles and lotteries
- Data protection and permissions
- EACH branding
- Fundraising materials
- How to set up a Virgin Money Giving page

Promoting your event

Tell people about your event as soon as you can and before their calendar fills up! We've got EACH posters available for you <here>, but feel free to make your own – don't forget to include the 'what, where, when and why' of your event.

Share your event on social media; people respond best to pictures, videos and stories, so remember to tell yours! Connect with us on Twitter @EACH_hospices, Facebook EACHhospices or Instagram @eachhospices so we can help you share it far and wide.

If your event is public we'll happily feature it on our website – just let us know the details!

Consider writing a press release and enclose some good quality photos to send to your local paper, radio or TV station.

Raising money

Collect your donations online by creating a page at uk.virginmoneygiving.com/giving. We've included more information on this at the end, but please get in touch if you need help with this.

Gift Aid it! Gift Aid allows EACH to claim tax back from the government and increases the overall value of your donation to EACH by 25%. If you are holding a sponsored event, encourage your sponsors to acknowledge the Gift Aid declaration on our sponsor forms.

If you need a venue, equipment or prizes, don't be afraid to ask your contacts for donations, or to borrow or hire equipment at a reduced rate – you're doing it for a great cause after all!

Many businesses will run a matched giving scheme, which could double your total raised. Make sure you ask your employer if they do, and suggest it to them if they don't!

Get your funds to us safely!

If you used Virgin Money Giving the money will have come through to us automatically – you don't need to do anything

Post a cheque, payable to EACH, to: Finance Department, EACH, 42 High Street, Milton, Cambridge CB24 6DF

BACS payment (followed by a letter, email or phone call to us)

- Sort Code 60-24-52
- Account number 14613441

As soon as we've received your money and your event has finished we'll send you a grand total – which you can use to thank all your wonderful supporters!

Health and safety

If you're expecting a crowd, you should contact the police, your local council and St. John's Ambulance (www.sja.org.uk) for First Aid advice. There should be at least two qualified first aiders at events for up to 500 people.

Please take care when handling food and work to basic rules for safe preparation, storage, display and cooking – for details please contact your local authority. Keep a list of ingredients and label everything in case anyone is allergic to something.

Insurance

Check your venue and/or sub-contractors have public liability insurance, or you can arrange your own cover to protect yourself against claims.

Carry out a risk assessment, including fire safety at least 12 weeks in advance – we can give you a form to help with this.

EACH's public liability insurance will not cover you and we cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

Licences

Remember that you'll need a licence if you have alcohol at your event – unless you host it at an already licensed premises.

Copyright and royalties may well also need to be negotiated for drama performances and film shows.

Contact your local authority to obtain relevant licences, remembering to say the event is in aid of charity.

Organising a collection

If you want to hold a collection, make sure you get permission from the venue. If you want to hold a public collection you will need to arrange a permit from your local council. If you need pots or buckets, please get in touch with your local office.

We do not encourage door to door collections in aid of EACH.

If you are going to be carrying money around, please take care with personal security. Always use a safe route and remember that money should be counted and looked after by at least two people.

Raffles and lotteries

Lotteries, raffles and tombolas are highly regulated. If you are planning a lottery, raffle or tombola please call your local fundraising office for assistance.

A lottery, raffle or tombola at a fete, bazaar or place of work, does not have to be registered, provided tickets are only sold and the results are announced on the day. If you want to sell tickets in advance please contact us for advice.

Data protection and permissions

Make sure any electronic or paper record you keep about people involved in a fundraising event is stored securely and complies with the Data Protection Act. Don't keep information any longer than necessary and don't share information or data about someone without permission.

If you're taking photos please make sure you ask permission from the people you are taking photos of.

EACH branding

Please download our 'in aid of EACH' logo from our website at <link>

To comply with charity law you must state clearly how your funds raised are to be donated. If all proceeds are donated, wording should state that your event is 'in aid of EACH'. Otherwise, the following must appear on all communications: Exactly how EACH is benefiting (e.g. for every ticket sold £2 will be donated to EACH) and our name (EACH) and registered charity number: 1069284.

Please ensure all professionally printed materials are sent to us so we can approve them for you.

Fundraising materials

Need anything? Let us know and we can help supply you with:

- Flags
- Balloons
- T-shirts
- Buckets
- Collection pots
- Stickers
- Banners
- Posters
- Sponsorship forms

How to set up a Virgin Money Giving page

1. Click the 'create my page' button on the <http://uk.virginmoneygiving.com/giving/> website home page and it'll ask you for more details about your event. If you're taking part in an organised event the details may already be loaded onto Virgin Money Giving, so you'll be able to search for your event and it'll bring up all the information for you.
2. They'll ask for the names of the charities you'd like your sponsorship money to go to. You can choose to support up to 5 charities for each event you take part in and decide how the money is split between them.
3. If you've already registered with Virgin Money Giving, just sign in. If not you'll need to register to set up your page.
4. Next you'll need to choose a web address for your Virgin Money Giving page. The address will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date.
5. You'll now have a basic Virgin Money Giving page showing your event details and the charities you're supporting.
6. Next you can customise your page with more information, photos and links by clicking the 'create my page' button.
7. Make sure you add an event expiry date for when you want your page to close so we can ensure we thank you for your fundraising total. We recommend that you close your page within two months of your event.

Customising your page

1. Type a page title and some more information about yourself and your event into the blank boxes.
2. Add features to your page like a countdown calendar, photo gallery and history of the other fundraising events you've taken part in. Just tick the boxes next to the features you'd like to add and follow the instructions on screen.
3. If you've already raised money for your event outside of Virgin Money Giving, you can add this to your page by letting us know how much in the 'offline fundraising' box.
4. When you're happy with your changes, click the 'save' button. You'll be able to update this page whenever you like by signing into your account and choosing 'update my page'.
5. When your page is ready it's time to tell everyone about your fundraising and invite your friends to sponsor you.
6. From your Virgin Money Giving account you can email your friends, family and colleagues a link to your page, get our Facebook application and add a 'sponsor me' button to your website or blog.

Don't forget – we're here to help!

Get in touch with your local EACH office:

Cambridgeshire and West Essex	call: 01223 204916 or	email: cambs@each.org.uk
Norfolk	call: 01953 666767 or	email: norfolk@each.org.uk
Suffolk and East Essex	call: 01473 276196 or	email: treehouse@each.org.uk