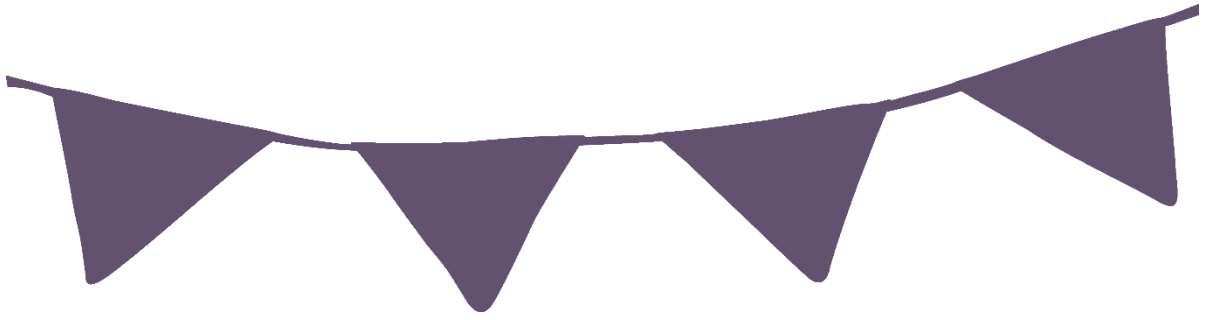


# Fundraising Guidance

## For fundraising *in aid of* Citizens Advice South Worcestershire



Charity number 1146772



## **First of all, thank you!**

If you're reading this you've thought about us, and that means a lot. So whether you can help us now or in the future, we're grateful for your support.

- Each year we help over 6,000 local people with the problems that they face.
- The range of issues people come to us about is very broad, from finances, debt and employment, to help with energy tariffs, bullying and cyber bullying, to consumer rights and homelessness.
- Many people that we see probably didn't think they would ever need our help. But something life-changing like an illness, loss of a job, or a relationship breakdown can be difficult to cope with alone. And sometimes life is....well....just hard.
- We believe that no-one should have nowhere to turn. That's why we're here and why we work hard to raise funds to ensure our local community is supported in whatever ways they need.

We have set out some basic guidance on the following pages to help you fundraise safely and lawfully, which we hope you will find useful.

# How you could help

## Donate

There are several ways to do this, including by cheque, standing order, online, via text donations or by arranging to leave a legacy or bequest. We can provide more information about any of this on request.

If you want to put a little more 'fun' into your fundraising you could:

- Host a coffee morning, dinner party or a summer barbie. Invite a few friends for dinner, charge them for the event and donate the profit
- Hold a quiz or karaoke night. Often this can be arranged with a local pub. Ask people to pay an entry fee or pay to sing. You might also be able to hold a raffle at the same event to raise even more!
- Have a good clear out and hold a yard sale to sell unwanted items. Or sell via a car boot or online
- You could get sponsored for doing something. Running, cycling, swimming, taking the stairs, silence (!) ☺ ..... Or sponsored for NOT doing something: eating chocolate, buying your morning latte, or whatever your vice or habit is....
- Get fit and get sponsored.....good for you and us!! How about a Zumbathon, an indoor cycling event or a 5K run?
- Collect together odd copper coins in a jar and donate when it's full. This might also work at work! Your co-workers might be even more enthusiastic about paying to guess the number of sweets in a jar if they stand a chance of winning the whole lot!
- Host a wine tasting evening
- Set up a seasonal fundraising event such as a pancake party, Easter egg hunt, Eurovision fancy dress party or sweepstake, Halloween themed event....



And whatever you do, please let us know how it went and share some pictures. We really enjoy seeing what you've been doing. If you're tweeting use @AdviceS Worcs so we don't miss anything!

# Staying safe and legal

## Here are a few of the things to think about:

### Events

Please ensure that your event is safe and well organised. We cannot accept any responsibility for your event or for anyone who participates in it. If children are included, you should provide proper adult supervision, check parents/guardians have given their permission for their child to take part and carry out appropriate background checks if adults are to have unsupervised access to children.

If you're holding an event in a public place, you will need to get permission from whoever owns the property or land. You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house.

### First aid



If a number of people are joining in with your event you might want to have a First Aid box with you, and at a big event qualified first aiders if possible.

### Fundraising with food

Make sure food is prepared, stored and cooked safely and that allergy information is available.

### Insurance

If your event involves the general public, it's a good idea to have Public Liability Insurance. Before you do anything it's worth checking to see if your venue already has this.

### Risk assessments

You might consider doing a risk assessment for your event. The Health and Safety Executive has further information ([www.hse.gov.uk](http://www.hse.gov.uk)).

### How to contact us

If you have questions about your fundraising event then please get in touch.

Malvern office: [enquiries.malvern@citizensadvice.org.uk](mailto:enquiries.malvern@citizensadvice.org.uk) or 01684 563611

Evesham office: [enquiries.wychavon@citizensadvice.org.uk](mailto:enquiries.wychavon@citizensadvice.org.uk) or 01386 712100

# Publicity

## Useful information

If you would like to use our logo please contact us. Any publicity you generate should state that you are holding an event *'in aid of'* Citizens Advice South Worcestershire.

Our charity number is 1146772. This is unique to Citizens Advice South Worcestershire. If you are thinking of leaving a gift in your will please use our name in full and quote this number. Doing this will ensure your gift can only be paid to us.

Our website is: [www.citizensadvicesw.org.uk](http://www.citizensadvicesw.org.uk)

Follow us on:    Twitter: @AdviceSWorcs    Facebook: @AdviceSWorcs

## Press releases

It really helps us to raise our profile if you can get coverage of your event in the press. It's best to keep your item short, and include who, what, where, when and why in the first paragraph.



Your story will be much more likely to be published if it's sent with a good quality photo. Don't forget to include a contact name and number at the bottom for journalists to get more information should they need it.

Please contact us if you want to check facts about the Charity or ideas about what you can include. It is important that things that are said about us are accurate.

## Social media

Use Facebook, Twitter and Instagram to promote your event

- Tweet and tell people information about what you're doing and why
- Try to mention @AdviceSWorcs so we see your tweets!
- Share a link to your online fundraising page
- Upload photos to Instagram to engage people every step of the way and be sure to use hashtags to help you reach more people. Please remember to obtain permission from anyone whose photo you want to publish.

# How to collect and send in your donations

## Gift Aid

Please ask donors/sponsors to sign a gift aid declaration. This enables us to claim tax back from the Government and adds to the value of the money you have raised. We can provide you with the form or you can download it from our website.

You can send a cheque, payable to 'Citizens Advice South Worcestershire' to:

Citizens Advice South Worcestershire  
52 Prospect Close  
Malvern  
WR14 2FD

Don't forget to tell us the name of the event, and to send in your sponsorship form, if you used one.

Please provide your contact details so we can send you a 'thank you'. We don't share your details with anyone and we won't use any information you send us to generate mailing lists. If you **would** like information from us occasionally, or to register as a supporter, please let us know.

If you have set up a JustGiving page you don't need to do anything. They will send us any money that has been donated online.

**Thank you**