



# Fundraising Guide

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## 1.0. Introduction

Thank you for choosing to raise money for Capable Creatures when there are so many other valuable causes warranting your time and efforts.

Developing and implementing a 'Guides for the Mind Assistance Dog Programme', assisting people with Mental Health Conditions train their own Guides for the Mind Assistance Dogs, offering Peer Support to Dog Owners, Dog Lovers, their family and personal assistants/support workers and developing and offering Dog Assisted Therapy and Dog Assisted Activities can only happen through the incredible enthusiasm and work of generous supporters like you.

We hope that the information in this guide will help make your work easier, more achievable and spark your creative juices in the ways you go about raising money for us here at Capable Creatures.

Please inform us at [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org) that you are planning to fundraise on behalf of Capable Creatures so we can give you the support, publicity materials and to keep it legal.

If you have any questions relating to your fundraising activities or the information in this guide, suggestions that would improve upon the content of this guide or expand upon the ways people can raise money or useful hints from your own experience please contact Lise Marron at [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org).

## **2.0. Fundraising Ideas**

### **2.1. Coins for Minds**

Why not empty your jingly loose change/coins into a jar and lighten your load and then when the jar is full send it to Capable Creatures and how about getting family and friends to do the same!

### **2.2. Money Mile**

How about asking shoppers in your local town centre to help make a Money Mile by donating their coins. Might be wise to have a few volunteers spread along the route to help with this one!

### **2.3. Send us your Postage Stamps**

Collect your Used Stamps and get friends, family, children's schools, your church or other organisations you are part of to collect them for us. Carefully, cut the envelope paper around the stamps, being sure to leave a 1/4 cm to 1cm of envelope around the **stamp perforation**. Then post them to us at Capable Creatures, Unity 12, 9-19 Rose Road. Southampton. SO14 6TE.

### **2.4. Variety show**

What about asking local bands, comedians, choirs, dancers and performers to donate their talent and put on a show. See if you can get a venue for free!

### **2.5. Need for a Declutter**

Time for a clear out - why not flog excess possessions/clothes or unwanted gifts on ebay and donate some or all your earnings to Capable Creatures.

### **2.6. Keep Fit and have Fun**

How about getting your trainers on for a Sponsored Walk/Run/Marathon, Football/Rugby/Basketball Match etc, Tug of War, Swimathon, or any other Sponsored Sporting Activity that takes your fancy.

### **2.7. Lets Party**

What era are the bands you listened to from? How about a Disco with music and dress from that era? Or are you up for Fancy Dress, a Murder Mystery, Doggie Event or other crazy mad party of your own making?

### **2.8. Bit of a Mad Max**

Up for a Sponsored Wax, Head-Shave, Bean-Bath, Bake-Off, Outdoor Swim or other outlandish activity that only you can come up with.

## **2.9. Fancy Yourself as Bit of an Entrepreneur**

Are you or the people you know a bit crafty and up for baking some cakes, making some cards, sculptures, paintings, ornamental items, accessories or any other items you dream up to sell

## **2.10. A-Z of Fundraising Ideas**

Never be short on ideas of ways to fundraise for us by checking out [https://www.charitychallenge.com/pdf/a-z\\_fundraising\\_ideas.pdf](https://www.charitychallenge.com/pdf/a-z_fundraising_ideas.pdf).



Peer Support Dog Walk Meet Up gather for their monthly walk on the 28<sup>th</sup> October 2014

## 3.0. Planning and Holding Your Event

### 3.1. Introduction

So you have decided that you are going to hold an event to raise money, something that you may not have ever done before. It can seem rather daunting and confusing so the following information is to help you with each step. At times it may seem hard work but always keep hold of knowing how good it will feel when you succeed in pulling it off and achieve your goal of raising money to Empower and Enable people with Mental Health Conditions.

It is a good idea not only to plan but to communicate with each other about every aspect. This can be achieved by scheduling and holding regular meetings to discuss and agree upon what is to be done and who is doing it. Between meetings it is good also to keep in contact via email or phone.



We hope the information here will give you some ideas to get you started and set your creative juices to work in thinking up new and novel ways to raise money for us here at Capable Creatures. Whatever you do make sure you have fun along the way. Make sure to share with us the pictures and stories of your fundraising experiences on our [facebook](#) page.

## **4.0. Planning an Event**

So you have decided you are going to hold a fundraising event, now you need to plan, organise and hold the event. There are many things you need to undertake to help ensure you succeed.

### **4.1. Arrange a Planning Meeting for the Organisers**

A number of items will need to be discussed with all attendees at this meeting. It is a good idea to have an agenda. Items to discuss could include:

#### **4.1.1 Deciding where the event will take place -**

- consider accessibility for Disabled People, bus routes and car parking facilities.
- Is the venue right size (large or small enough) for the numbers that you are expecting to attend?
- Think about using local community resources such as a church hall, or community centre. Many venue owners don't charge hire fees for charitable events, so remember to say why you are hiring the venue..
- Book the venue early, popular sites get booked up months in advance.
- Who owns the land, is it council owned or privately owned, do you need permission?

#### **4.1.2 Consider When to Hold the Event**

- Check your calendar for public holidays, peak vacation times, popular sporting events or charity events. Make sure your date does not clash with these, it will affect attendance
- Try to hold your event towards the beginning to middle of a month - most people get paid at the end of the month so may be more likely/able to contribute after they've just been paid.
- Does the date you have chosen give you enough time to organise and advertise it.
- Is the time of year suitable for the event, people won't want to do a sponsored walk in the middle of winter.

#### **4.1.3 Consider Who to Invite or Include in the Event**

- Invite everyone you know
- Ask friends to pass on invitations
- Use social media to pass the word on
- If the event requires tickets, sell them in advance, it ensures people turn up.
- Ask everyone you know for sponsorship if it is a sponsored event.
- Don't be afraid to approach local companies for sponsorship, many give to worthwhile causes.

- Do you need a license - for example temporary event or alcohol license? These will need to be authorised through your council
- Decide on the aim and target audience of event
- Consider what insurances might you need

If you require gazebo's, tables, chairs etc, are there any at the venue you can use? Dependant on the amount of stall holders, activities and if they are providing their own gazebos tables and chairs it could be you might have to prepare to borrow some from the local church hall or community centre etc.

## 5.0 Action Plan

It is very easy to come up with ideas on what activities that could be at the event and name tasks on what else will need doing. But it is equally easy to come away from the meeting and for these ideas to get forgotten or not to be accurately remembered. So an important part of organising an event is to write all ideas and suggestions down and form and agree upon an **Action Plan**.

Make a list of activities/actions that need doing, assigning specific volunteers to do each task and the requirements needed e.g. if tables and chairs are required etc. This can be updated as and when each activity/action gets completed..

Stick to your budget. The success of your event will be determined by how you manage your budgets.

### 5.1 Site layout plan

Dependant on how large your event will be it may be useful to have a **Site Layout Plan** of where each of the activities and stall holders will be positioned on the day of the event. This could be given to one or two designated persons on the day to direct the activities to set up in the correct place and could also be displaced to help attendees locate any given activity/stall more easily.

### Sponsored Activity

If you are holding a sponsored activity it is a good idea to set up your own personal online-sponsorship form on [BT MyDonate](#). This allows people to donate securely, quickly and easily from anywhere and at any time. You can personalise your page with photos and say why you are fundraising for Capable Creatures. We are happy to give you photos and text to help or we can create a **MyDonate** page. Contact Lise Marron at [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org)



All your sponsorship money gets transferred directly to Capable Creatures and **BT MyDonate** will also claim Gift Aid from the Inland Revenue for every donation made by your sponsors if they are UK tax payers, increasing the value of donations by 25% at no extra cost to them. This is a valuable extra on top of your sponsorship target!

**Tip:** If your first sponsorship pledge is a high one it sets a good example for others to follow!

## 6.0 Funding

Work out a basic budget including all expected costs and possible sources of income

Don't already have the funds available to pay for the cost of your event - you may be able to apply for a grant, where your budget/costings will become essential.

Try to still to your agreed budget as much as possible and keep a 'tally' on it - it's surprising how quick the money can be spent!!!

You may be able to get some items free or at a discount for local shops, tourist attractions etc.

## 7.0 Staying Legal

Below is the information you need to make sure you are legal, you have considered all eventualities and above all how to raise funds safely for Capable Creatures. It is your responsibility to ensure that you comply with all legal and safety requirements of holding the event/activities you have decided upon and Capable Creatures cannot accept liability for any fundraising activity or event you undertake.

You can also visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) for extra advice and to ensure everything you are doing is legal.

### 7.1 Food and Alcohol -

- Selling alcohol as part of your event, including if you are giving it away with the cost of a ticket or in exchange for a 'donation', will require a temporary license. You will need to apply for this to your local magistrate court at least one month in advance. You can offer alcohol so long as you do not charge for it without a license.
- If you want to sell or offer food to the public, check with your Local Council's Environmental Health Department to see what food safety laws will apply to your event. You can also find information at [www.food.gov.uk](http://www.food.gov.uk)
- Serving hot food or drink between the hours of 11pm and 5am will require a temporary license.

## 7.2 Entertainment

- Providing regulated entertainment, such as live music to the public or a section of the public will require a license.
- Providing regulated entertainment, such as live music to accumulate a profit, through ticket sales, even if the profit is going to be given to a charity requires a license.

## 7.3 Holding a Raffle/Tombola

A raffle or tombola is always a good way to raise money. If you are planning to a lottery, (such as a raffle, tombola or sweepstake), there are strict laws and rules about what you can do. Please check with the appropriate authorities to ensure you stay legal. If the prizes are under £500 and you sell the tickets at the event you do not require a license. Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. Check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## 7.4 Equal Access

- Please ensure you consider access rights for all - e.g. can a wheelchair user access your venue
- Is your literature available in another format if people require such.
- Check with the Equality and Human Rights Commission for more details.

## 7.5 Children and Fundraising

- If children (under 16) are involved in fundraising in any way, please make sure they have permission from their parent or guardian, and are supervised by a responsible adult.
- It is illegal for children to participate in public collections.
- Children should never approach strangers about fundraising.
- Never leave your children unsupervised during an event or fundraising activity.

## 7.6 Insurance

It is important to make sure you have suitable insurance cover, these are some of the types of insurance cover you need to think about -

- **Public Liability Cover** - This could protect you if someone gets hurt at the event and tries to sue. Don't assume that the venue you use for the event will be able to cover you on their insurance - you will need to check with them.
- **Damage to property owned, hired or borrowed** - Generally if you are hiring items such as bouncy castles, sumo wrestling suits etc you will need to be covered by your insurance. If you are hiring a bouncy castle etc and the bouncy castle

company are supplying a person to supervise, they will have their own insurance to cover for any accidents/damage to equipment.

- Event Cancellation insurance
- Travel Insurance
- Cover to meet any contractual conditions

## **8.0 Staying Safe**

### **8.1 Risk assessments**

Remember that risk assessments are there to help protect you if anything should happen, so it's worth taking a short time to complete them.

A risk assessment is basically looking at what could cause harm to anyone, members of the public, event activity holders etc, and taking action on either eliminating the risk or if this is unachievable reducing the risk to an acceptable level.

It's good to get more than one person to check the area for the risk assessment, as another person could potentially spot different hazards.

In addition to the **general risk assessment** you will also need to have a **fire risk assessment**. This can be done at the same time as the general assessment. It will need to include **potential fire hazards** such as catering appliances, cigarettes, flammable liquids, tents and the weather, if there is a high wind.

If your event is being held in a hall check as there is probably a risk and fire assessment already done for the hall, but don't forget to add onto it for your activity hazards.

Each of the individual activities being held at your event will need their own risk assessments and fire assessment to be undertaken.

You will also need to have an emergency evacuation procedure.

### **8.2 Event Supervision**

You need to consider whether your event requires supervision, and if so ensure that you provide suitable supervisors and marshals, and that they wear suitable clothing that makes them stand out. This may mean you will need to provide high visibility jackets.

### 8.3 First Aider(s)

There will be need for one or more qualified **'First Aiders'** on site, depending on the size of your event. It is advisable to ensure all the organisers/marshals, on the day, have the First Aider(s) mobile number(s), so they can be called if their services are required during the event. Contact your local council for further advice. It may be that your event only requires a first aid box. Your local St Johns Ambulance or your local Red Cross may be able to provide qualified **First Aider(s)**, if you do not have any within your team. Further details may be found at [www.sja.org.uk/sja/what-we-do/event-services.aspx](http://www.sja.org.uk/sja/what-we-do/event-services.aspx) or [www.redcross.org.uk/eventfirstaid](http://www.redcross.org.uk/eventfirstaid)

### 8.4 Lost Children Point

Agree on where a **'Lost Children Point'** will be located. This will need to be manned by persons that have been DBS checked. There will need to be a system in place for how all attendees will be notified of a lost child at the **'Lost Children Point'** - this could be on a PA system.

### 8.5 Taking Photos or Videos

You will need parent's/carer's permission to take any photos or videos of their children. Explain when you ask for permission that you may be using these for publicity purposes. Good practice would be to get a parental consent form completed by the parent.

## 9.0 Advertising your event

Publicity is an important part of planning an event. Colourful leaflets/posters help attract attention. Clearly describe your event on the leaflets/posters including date, time, place, list of some of the activities. This gives an idea of the sort of event it will be.

If your event is totally outside it might be worth stating that in the event of bad weather the event will be cancelled on your leaflets/posters.

If unable to afford to print in colour, use coloured paper with black wording.

Advertise using local community buildings, libraries, supermarkets, the local newspaper and radio stations, social media, website, organisations potential attendees may access and your local Council's Communities Team.

We can supply promotional material to assist you in advertising your event. Contact Lise Marron at [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org)

## 10.0 Financial Matters

It is vital that you keep the correct financial records of your income and expenses or it could negatively impact on all your hard work.

This section gives some advice on how to record your income and expenses, and will tell you about Gift Aid.

### 10.1 Expenses/Costs

- You need to keep a record of all money you spend setting up the event. You are allowed to take these costs from the money you make/earn from your event. Make sure you **keep the receipts**.
- Personal costs incurred in setting up the event such as insurance, transport, telephone costs can be taken from what you earn. If in any doubt about the amount you can claim for particular things please contact [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org)
- Make sure your costs do not exceed what you will make, otherwise you will be out of pocket and you will not have raised any money for Capable Creatures and all your hard work will have been wasted. For example - if you decide to spend £500 getting leaflets made up, it takes a lot to get that back.
- You must ensure you **only** take costs from your earnings and you must **not** make a profit from these costs. By law, that would equate to you receiving a fee from fundraising and means that you will be treated as a professional fundraiser and you will require us to give you written permission. It would also mean that you would need to declare this fee to HMRC as it is deemed taxable income.

### 10.2 Income

Make sure that you keep a record of all income that you receive. Think about buying a **Cash Record Book** from your local stationers.

If you are running a stall, or selling merchandise of some description, ensure you have enough small change as some people may only have large notes on them, possibly resulting in you losing out on a sale and earning money for your cause.

Make sure that a responsible person is in charge of collecting and banking the money. Consider purchasing a lockable cash box to store money in.

It makes good financial sense to have two people counting and handling money at one time, that way no-one can be accused of dishonest behaviour.

Consider buying **receipt books** so that people are able to have a record of their purchase.

It's wise to have lots of bank coin bags, and try to bank money as soon as possible after the event.

### 10.3 Gift Aid

The Gift Aid scheme was introduced by the government in April 2000. It allows for the tax on donations made by **UK Tax Payers** to be reclaimed by the charity.

However, a donation is literally a donation. The person must not receive anything in return. So ticket sales for an event or sales of goods from a stall cannot be deemed as donations.

Capable Creatures will claim back tax at the basic rate, equivalent to 25p for every £1 donated.

It is necessary for donors to make a Gift Aid Declaration "I would like to help Capable Creatures to reclaim the tax on my donation. I have paid **UK Income Tax and/or Capital Gains Tax** equal to the tax that will be reclaimed." You can request Capable Creatures Gift Aid Declaration forms by contacting Lise Marron -

[capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org)

Ensure if you hold a sponsored event your sponsorship form has a tick box that people can use to declare this. Or request Sponsor Forms directly from us by contacting Lise Marron - [capablecreatures@capablecreatures.org](mailto:capablecreatures@capablecreatures.org)

## 11.0 Paying Capable Creatures Your Fundraising Money

Don't forget to send us whatever you have raised.

**Never** send cash in the post!

Please try to send it to us within two weeks of the event.

### 11.1 By Cheque/Postal Order

Keep the cash you've collected and send us a cheque or postal order for the value instead, made payable to Capable Creatures. Please also send us details of your event/activities and your contact details so we can thank you personally.

**Post it to -**

Capable Creatures  
Unity 12  
9-19 Rose Road  
Southampton  
SO14 6TE

Also remember to send any **Gift Aid Forms** or **Paper Sponsorship Forms**.

## 12.0 Post Event

Make sure to thank all your volunteers and organisers and supporters for the time and support. Thanks and appreciations go a long way!

Finally, whatever you do make sure to have fun!

**Thank you for all your support.**