

Fundraising

To achieve your student group's aims and objectives, in most cases you will need money to organise activities. Some activities can be paid for through membership fees or by charging members to cover the costs.

However, some activities will be more expensive than others. If you want to organise an expensive activity, or you want to raise some money for charity, then you need to think about raising money.

The thought of fundraising can be daunting especially if you have never done it before. This guide gives you some tips and guidance on what you should and shouldn't do when raising money for your group and how to make it fun!

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If you have any questions or would like to discuss any fundraising ideas please get in touch with the volunteering team at volunteering@guild.bham.ac.uk

Fundraising Essentials

Think of a fundraising idea

The first step is to think of a fundraising idea. You can use your imagination and be as creative as you like. However, there are certain things that you should consider before you decide on a fundraising event.

Income verses Expenditure: The aim of your activity is to raise money, so it makes sense that your income should be more than your expenditure. If you are going to spend more money to put on the activity than the amount of income the activity will raise, then there isn't much point in doing it in the first place.

Workload: It's important to know before you go ahead with your activity how much work is going to be involved. Have you realistically got the time to devote to the activity, bearing in mind other commitments? Have you got enough people to help you or will you need to recruit more volunteers?

Type of event: You need to be sure that your activity will appeal to your audience, whether that be members of your group, other students, or the community. It may be that the activity sounds like a great idea to you and your committee, but would it appeal to others? Has the idea been tried before and if so, was it successful? If not, is there anything you could change to make it more successful or should you be thinking of another idea?

Risks: You should risk assess the viability of your activity before you begin to organise it. Is there a high chance someone could get hurt? Will you need extra insurance to cover additional risks?

Fundraising amount: Be realistic about the amount the activity will raise. A cake sale will not raise hundreds of pounds so if you need to raise a lot of money, you will need to think on a bigger scale.

Partnership working: Putting on activities with other groups, university departments, or external organisations means that you can share the workload, the expense and the risks. Talk to the Activities Officer or the Student Groups department if you are interested in partnership working.

For legal responsibilities when fundraising please see p5

When you have decided on your idea then you need to make sure you plan it properly to increase the chances of it being successful.

Examples of fundraising ideas

Bucket shaking: You can apply to Birmingham City Council for a license to bucket shake in the city centre (www.birmingham.gov.uk). You can also apply for licenses in other cities across the UK and at London train stations. (Go to the relevant council website or the Transport for London Website to apply for a permit.

Applications for permits will often require supporting charity documents which can be provided by the Guild. Speak to the Volunteering department for more information on this. volunteering@guild.bham.ac.uk

The Guild can also provide buckets and bucket lids for collections. The buckets must remain secure throughout the collection. Each bucket must have a clear sign stuck on the bucket with information about who you are collecting for and the register charity number for that organisation. Speak to the volunteering or student group's team if you need to borrow these.

Please remember that although may be collection on behalf of a charity you are also collecting on behalf of the Guild so will require this information on the bucket when collecting if you have not directly gone through a charity. Please contact the volunteering team if you have any confusion over how to label your bucket.

You can also contact club promoters or event organisers to bucket shake at an events (for example, you could bucket shake at FAB). Bucket shaking is more appropriate for groups wishing to donate to charity or for those of a volunteering nature, rather than for general funds.

Anyone wanting to bucket shake at FAB is subject to a few conditions:

- Only 2 FAB Shifts per term can be booked out
- It has to be for a registered Charity and not just fundraising for the Group themselves.
- No More than 4 people will be allowed in to Bucket Shake.
- Shakers should not to consume any alcohol or smoke whilst bucket shaking and to act in a professional manner.

Remember to never leave donations unattended and make sure you count any money collected in a secure place before bringing it into the counter.

Cake sales: You can hold a cake sale in the Guild or elsewhere on campus, but legally you can only ask for donations, not a set price. For example you could have a Suggested Donation sign. But don't worry; often people give more this way! Contact the Events & Room Bookings Coordinator for details (roombookings@guild.bham.ac.uk) or ask the Student Activities Counter.

Don't forget you will need to complete a food hygiene form two weeks before and submit this to the Student Activities Counter.

Challenges: How much would people pay you to jump out of a plane? To do a bungee jump? To walk the Three Peaks? To run long distance? To just do something silly like a 3-legged run around Selly Oak in fancy dress? Get yourself some donors/sponsorship and set a minimum target to complete the challenge. If you would like to do this please contact Guild Volunteering who will be able to check the reliability of any organisations that you work with.

Football Tournament : Organising a five-a-side football tournament is a really fun way to get people involved in raising money. Charge teams to enter and arrange for a collection bucket to go round the supporters, or set up stalls where people can give donations.

Karaoke or quiz night: Approach a local venue to let you use a room for the evening free of charge and look for the best deal on the karaoke machine or find a venue that offers karaoke. Advertise your event in the pub and the local area and charge would-be singers or quiz participants to take part in the fun.

Cultural or Seasonal Events: Why not organise a party, dinner or activity themed around a religious, cultural, or seasonal event such as a Christmas or Thanksgiving dinner, sponsored carol singing, Valentines social, Easter egg hunt, summer barbecue, bonfire or Halloween party. Charge people for tickets or ask for a donation.

For more fundraising ideas visit: <https://www.thegivingmachine.co.uk/fundraising-ideas/>

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Fundraising legal requirements

Raising money for charity is covered by the Charities Act 2006.

The Charities Act says that a fundraising event should be value for money, should not waste resources and should be organised properly in order to raise as much money as possible.

The reason it is covered by legislation is because of the potential to waste or steal money that should be going to people who really need it. Also, because fundraising is mostly made up of donations from the general public and is given on trust, it is important that charities are transparent and accountable for the way they collect and distribute money. Any amounts fundraised for a specific cause must be donated in full to that cause.

Fundraising activities should never cost more to organise than it will eventually raise. You should try and keep your overheads to a minimum so you are raising as much money as possible for your cause. You should also be able to state what will happen to funds if the total amount is insufficient.

You should make sure that you have effective cash handling processes in place so if somebody asks you, 'how do you know the money you are donating to charity is the same amount of money you have raised?' you will be able to reassure them that your cash handling processes are effective and has reduced the chances of money going missing. This is what is meant by being accountable and transparent.

Handling Donations

Bucket shaking

All buckets must be fully sealed with stickers, these are available from the Guild or if you are fundraising on behalf of a charity, from the charity.

You must not ask people for money when collecting as this is considered begging. Use language like 'collecting for x charity' or 'donations for x charity'. You must also not shake your bucket. You can be stopped by police if you do not meet these legal requirements.

You must also carry your permit at all time and have it available to show if necessary.

Unsecured cash should also never be left unattended- it must also be banked in as soon as possible.

For more information on the legal requirements of fundraising please refer to:
<https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice-v1-4-310717-docx/>

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Online Fundraising

If you wish to use an online donation service, the Guild officially endorses 'My Donate' and can provide support on how to use the service to reach your fundraising potential.

My Donate is not suitable for all events as there are charges to use the service. It does not charge commission, but it does take from the donation the credit/debit card charges - 1.3% Credit Card, 15p Debit Card (as of December 2015). This means that the amount paid into your account will be the donations, minus the credit/debit card charges that are retained by MyDonate.

It is most suitable for events which have higher fundraising targets, using sponsorship or looking for donations for those outside of Birmingham.

Ask if you are thinking of using My Donate then please contact the volunteering team and we can send you all of the information on how to get started.

volunteering@guild.bham.ac.uk

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