

Anti-Slavery International Fundraising pack

We are delighted that you have decided to fundraise in aid of Anti-Slavery International. We hope that you will find this fundraising pack really useful with lots of tips and ideas to help you get started.

How to plan your fundraising activity

Set yourself a realistic goal and make sure that you stick to your budget.

Make sure that you keep your event nice and simple, as these are often the most successful.



What?

Visit letsgetfundraising.co.uk a new website bursting with relevant and practical content, inspiring volunteer groups to try new ideas, then walking them through every step of the process!

Where?

Where will you hold your fundraising event? Do you need to book a room / location?

Do you need any extra equipment or materials?

When?

If you are the event organiser, decide what day and time your fundraising event will take place.

Will it be on 18th October, on **Anti-Slavery Day**? on 2nd December the **International Day for the Abolition of Slavery**? On another date? Try not to clash with holidays or with another high profile charity event.

Allow sufficient time for booking the venue and resources.

Who?

Decide who to invite:
Friends, family, neighbours, clients,
suppliers...

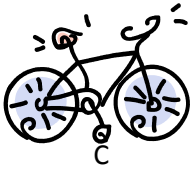





How many people do you need to invite to reach your income target?

How?

How will you promote your fundraising event? What will you need to do this – posters, invitations, social media or word of mouth?



Fundraising ideas... and for more visit letsgetfundraising.co.uk

<p>A</p> <p>Auctions</p> <p>B</p> <p>Bake</p> <p>Bike Ride, Bingo, Book Sale</p>  <p>C</p> <p>Carol Concert Coffee Morning Car Washing Casino Night</p> <p>D</p> <p>Disco night</p> <p>Dinner for Good</p> <p>Dress Down Days</p>  <p>E</p> <p>Easter Egg Hunt</p> <p>Sell unwanted items on Ebay</p> <p>F</p> <p>Fashion Show Football Match Fancy Dress</p>	<p>G</p> <p>Garden Party Golf Tournament Garage Sale</p> <p>Go-karting</p>  <p>H</p> <p>Hair Shave, Halloween Party House Party</p> <p>I</p> <p>Information – spread the word!</p> <p>J</p> <p>Jumble sale, James Bond Night Jazz Night</p> <p>Joke-telling, poetry or spoken words night</p>  <p>K</p> <p>Karaoke</p>	<p>L</p> <p>Lucky Dip</p> <p>M</p> <p>Marathon Murder Mystery</p>  <p>N</p> <p>Netball Competition</p> <p>O</p> <p>One Day Silence</p> <p>P</p> <p>Pub Quiz</p> <p>Plant Sale</p>  <p>Q</p> <p>Quiz Night</p> <p>R</p> <p>Raffles, Running Events</p>	<p>S</p> <p>Speed Dating</p> <p>Sweepstake</p> <p>Swimathon</p>  <p>T</p> <p>Treasure Hunt</p> <p>Tug-Of-War</p> <p>U</p> <p>Uniform Day</p> <p>V</p> <p>Variety Show Valentine's Ball</p>  <p>W</p> <p>Sponsored walk</p> <p>Washing Cars, Window Cleaning</p> <p>X</p> <p>Xmas Party</p> <p>Y</p> <p>Yacht Race...</p>
---	--	---	---

Who to target and how?



FAMILY AND FRIENDS

Approach immediate/extended family

Photocopy your sponsorship forms and ask your family to ask their work and social contacts to sponsor you

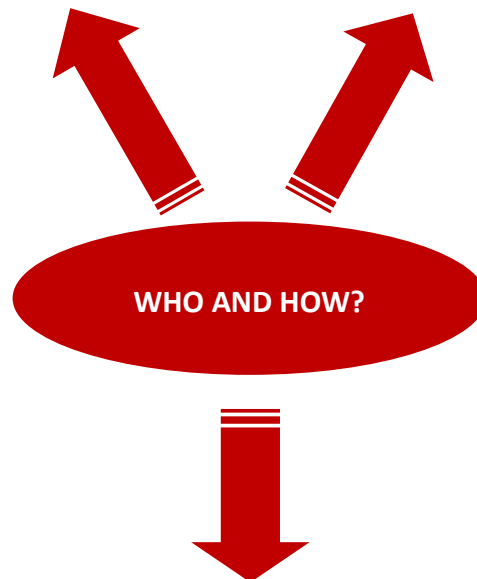
Invite your friends to like your Facebook page publicising your event/challenge

COMMUNITY

Put up posters in your local school, university, local pub, gym.....

Ask your local university Rag team for support

Ask you neighbours, local doctors, local church to sponsor you or ask local businesses to provide you with prizes for a fundraising event



WORK

Will your company or any of your suppliers match what you raise?

Can your employer help in other ways such as use of meeting rooms, photocopiers, letting you approach your contacts through work?

Does your employer have a newsletter or intranet where you could publicise your challenge?

Do you need to source prizes for a fundraising event? if so, write to companies asking them to donate goodies for a raffle or an auction.

Hold a raffle or a sweepstake with colleagues.

Fundraising Techniques

There are a number of ways to fundraise successfully and efficiently...

Justgiving

Justgiving is a really simple and effective way of fundraising online and most people already have an account with Justgiving. This fundraising tool enables your friends and family to sponsor you online quickly and tax-efficiently.

To create a page, visit <https://www.justgiving.com/antislavery> and follow the instructions to create your own page making sure that you choose Anti-Slavery International as your chosen charity. You can add photos and text making it as engaging as you like. You can then send a link to everyone you know and sit back and watch the money come directly into the charity. If your donors are UK tax payers, Justgiving will automatically claim Gift Aid on their donations- that means an extra 25p for every pound they give will come to Anti-Slavery International.



facebook

Why not set up a Facebook group detailing your event and invite all of your friends to join. This will encourage them to attend your event or sponsor you. Most importantly it is raising awareness for the charity so please ask them to also like our [page](#).



twitter

Keep your friends and family updated about the charity, your challenge and the progress of your training/fundraising with regular tweets. The more you spread the word, the more sponsorship and support you will receive. And remember to follow us on [Twitter!](#)

Employer support

Ask your employer if they will match the money you raise. Contact the relevant department within your company that deals with charitable giving and ask if they will make a corporate donation. Most companies have a budget set aside for this purpose. We also have various sponsorship opportunities for companies to promote their name and logo. We are also always interested in companies who would be interested in sponsoring a whole running team.

Perhaps your company will let you place a display about the work that we do somewhere on its premises to help promote your campaign.

Fundraising events

Some of the most popular events are parties, comedy nights, car boot sales and quiz nights. Make sure that people know why you are fundraising and where the money is going. Perhaps, your child's school could help you with your fundraising or you might belong to social groups or organisations, which could help you by putting on an event or inviting people. You could also organise your own private raffle at any function you organise, which will help boost funds raised (see fundraising and the law section).

Sponsorship forms and contacts

The first point of action is to write a list of everybody you can think of to fill in your sponsorship form or donate online. Go through your address book and include colleagues, friends, neighbours and family as well as people you have met on training courses, work clients, your local shops and friends that have now moved abroad. All these people have the potential to help you in your fundraising quest.

Another good tip is to keep your sponsorship form with you at all times as you never know when you will meet a potential sponsor. You could also appoint a friend or relative as your campaign partner.

Try to avoid the tiresome task of chasing people for sponsorship after the event by asking them to *pay up front* or to write post-dated cheques. A sneaky tip is to recruit your biggest sponsors *first* and hope that everyone else follows suit with similar amounts!

Press and PR

Don't be shy; try to gain as much publicity as you can, whether it is in your company newsletter, your local newspaper or any other publication. If you need help writing a press release, give us a ring and we will put something together for you.

By the day of your event, make sure that everybody knows you are fundraising for Anti-Slavery International. You can also help us enormously by recruiting others to take part in our sporting challenges or by encouraging schools and universities to fundraise for us.

Fundraising and the law



Collecting money and fundraising for charities is governed by a number of regulations.

Here are a few things to keep in mind when you are fundraising on behalf of Anti-Slavery International...

- On any fundraising materials you produce (including letters, emails, posters etc.) it is important that you advertise your fundraising event as being 'in aid or support of Anti-Slavery International' and state that Anti-Slavery International is a registered charity no. 1049160. It is illegal to state that an event is 'in aid of Anti-Slavery International' and then pass those funds onto another organisation. If you hold an event in partnership to raise funds for two charities, then you must make it clear that the funds will be split and how.
- Do not attempt to reproduce **our logo**, and obtain all fundraising materials directly from us, we are here to help you!
- We ask you to be mindful of our reputation and not to do or say anything to bring the name of Anti-Slavery International into disrepute.

Sponsorship monies

Sponsored events & challenges: We ask you to keep **accurate records of all sponsorship money** by using the **sponsorship form** provided and by sending in the money raised to Anti-Slavery International on a **monthly basis**, together with a **photocopy of the relevant sponsorship form** filled in with your sponsors' home address **and their gift aid declaration if their donation is worth at least £20**.

- ✓ Make sure cash can be locked away safely and always have **two people** present when handling or counting money.

Anyone raising funds in aid of Anti-Slavery International and not forwarding the full amount collected will be prosecuted.

For UK Tax payers only



Gift Aid **only applies to real donations.**

There are some instances where we cannot claim Gift Aid:

- The money you are donating comes from the **proceeds** of a sale of goods or services such as bake sale, auction, sweepstake or something similar.
- You are receiving something in return for making this donation, such as **ticket to an event**, raffle ticket or something similar.
- Monies paid towards the market value of an **auctioned prize**.
- You are being sponsored to take part in a challenge and your fundraising target includes **the cost of taking part** in this challenge.

However:

- Any amounts donated superior to the value of the auctioned item can be considered as donations.
- Any amounts raised above the cost of taking part in this challenge can be considered as donations.

Please remind all your donors to use their home address and tick the Gift Aid column on your sponsorship sheet to qualify for the extra 25p in every £1 donation **if their donation is worth at least £20**.

For more information on this please see www.inlandrevenue.gov.uk/charities/gift-aid.htm

Cash collections

All cash collectors must be **at least 16 years old**. All cash collectors must wear an identification badge provided by the charity. Please contact us if you intend to use collecting tins and buckets. All cash collected must be accounted for and returned to the charity within a month with a breakdown of the amount collected. To allow us to claim gift aid on small donations, the following [guidance from HMRC](#) must be applied:

'when the cash is counted it is good practice to keep a record of the amount received by denomination (eg 5 pence, 20 pence, £1 coins) for reconciliation with banking details at a later date. You must keep a record of the denomination of notes received, particularly separating out £50 notes, which aren't eligible for the small

donation gift aid scheme. This record also needs to be kept to demonstrate that the cash donations included in a claim under the Gift Aid Small Donation Scheme are not above £20'.

If you are planning to collect for Anti-Slavery International in a **public place** and on the streets (this includes collecting from one place to the next such as going round business premises or from pubs to pubs) you need to inform us as this could clash with other campaigns we do and you would need to apply for a **Street Collection Licence or a House to House Collection Licence from the local authority** (e.g. the local council or metropolitan borough). If you are part of a university RAG group, we would be happy to apply on your behalf.

However, there are plenty of other opportunities where it is much easier to collect sponsorship or donations: **on private properties/sites**, such as in a supermarket, a shopping mall, inside a pub during a quiz night, a tube station or a train station, you only need **the permission of the owner or store/station manager**. Again, please do inform us in advance of your intention to do so *as we may have other teams applying for the same sites...*

If you are **under 16**, you should always get permission from your parents and teachers and also ensure that you have a responsible adult helping you in your planning.

Do NOT approach strangers for support. Do not go knocking on doors or collect money in the streets – both are illegal without a permit.

Always ensure that at least two adults are present at events for under 18s.

Try to work in groups – it is much more fun and safer.

Lotteries and raffles

For raffles, draws or tombolas there are specific regulations. For example, if you hold a tombola during a dinner dance or fete, no cash prizes may be awarded. If you organise a raffle at school or college or youth club, you can only sell tickets to people at your school or college or youth club. The rules are different depending on the type of event you organise.

Do not hold a lottery or raffle unless it is held at a **one-off event on a private property** like a party, a dinner or dance. In which case, **tickets can only be sold during the event** and the result must be drawn at the event, **no proceeds from the event can be used for the purposes of private gain** and the lottery is promoted wholly in aid of Anti-Slavery International.

Let Anti-slavery International know about your event as we can issue a letter of agreement which is useful if you are asking people to donate prizes or give you a discount.

Keeping everyone safe

Prevent accidents by carrying out a risk assessment. A risk assessment involves examining whether anything at your event could cause harm to people attending. If you identify risks, you must take steps to avoid accidents.

- ✓ Have a first aid kit at your event and put a qualified first aider in charge.

Please remember that Anti-slavery cannot accept responsibility for accidents at your event.

Finally, we're really pleased that you've chosen to raise funds for us, but if this is not an official Anti-Slavery International initiative, we can't accept liability for your fundraising activity or event. So you will need **Public Liability insurance** to cover the event. If you are not sure of this check with the venue to see if you are protected under their policy. Please make sure you and others are safe and stay within the law.

- **Trading:** contact your **local council for advice on licensing, trading standards.**
- You will need a **Public Entertainment Licence** if two or more people are performing or dancing in a building. If you choose a public building, such as a church hall or community centre, they will probably have a licence already.
- **Health and safety, including food hygiene, the sale of alcohol – contact your local council or www.hse.gov.uk**

What support we will give you

Keep in touch! Never hesitate to call us for



- more fundraising advice if you feel stuck...
- branded clothing or fundraising materials adapted to the type of event you are taking part in (tabard, running vest, collecting tins etc)
- as many copies of our Reporter magazine, posters and leaflets as you need. And don't forget to subscribe to our **monthly e-news and follow us on TW and FB to stay in the loop of our campaigns!**

What to do once you have finished fundraising

- ✓ Count up all the money raised
- ✓ Any income raised from collections/sponsorship money must be returned every month
- ✓ We ask you **not to send any cash in the post**

1. Post back to us all **cheques** made payable to 'Anti-Slavery International' with a note to specify how you raised the funds/the name of your event.
2. Instead of sending cash in the post, please make a **card donation** over the phone, call +44 (0)20 7501 8920 or donate online and select the option 'Local Fundraising Event' from the menu.
3. Deposit the funds raised on the Anti-Slavery International bank account by **using your full name as a payment reference** and email us immediately. **Anti-Slavery International bank account details:**

Account name: Anti-Slavery International/ **Account number:** 60056715/ **Sort Code:** 20 66 51

If you have any queries please do not hesitate to email us at supporter@antislavery.org **Thank you!**