



## GOOD PRACTICE GUIDE TO FUNDRAISING

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### Registration of Fundraising Activity

Anyone wishing to fundraise for KidsAid must first register their proposed activity with the Fundraising Manager by completing a Fundraising Registration Form and forwarding the completed form by email to or by post to: [lorraine@kidsaid.org.uk](mailto:lorraine@kidsaid.org.uk) or 5 Giffard Court, Millbrook Close, Northampton, NN5 5JF.

Anyone fundraising in aid of KidsAid who has not first registered their activity as outlined above will be deemed to be acting independently of KidsAid and, as such, the charity takes no responsibility for their actions.

### Fundraising Involving Children

- You must keep to any relevant age limits set by law when organising fundraising activities.
- You must not give children under the age of 16 overall responsibility for handling money or responsibility for counting collected money.
- You must get permission before taking or publishing photographs of children.

### Behaviour when Fundraising

- Be polite to people at all times.
- Do not encourage a donor to cancel or change an existing donation in favour of a donation to KidsAid.
- You must not fundraise in a way which is an unreasonable intrusion on a person's privacy, is unreasonably persistent or places undue pressure on a person to donate.
- You must not continue to ask a person for support if that person clearly indicates they do not wish to support KidsAid.
- Act in any way that might reasonably cause members of the public to be or become startled or anxious.
- Act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty.
- Act in any other way that a reasonable person might consider would damage KidsAid's reputation. This includes the following while wearing KidsAid's branding: smoking or drinking alcohol, taking or being under the influence of illegal drugs, and making lewd remarks or behaving aggressively, including swearing.
- Exploiting your position for personal gain.
- You must avoid causing an obstruction, congestion and nuisance to the public. You must not deliberately block the path of members of the public.

- You must treat the locations you are working at or visiting with respect.
- You must not suggest to any member of the public that the conversation you are attempting to start is not about money or that you are 'not fundraising.'
- Unless this is authorised under an agreement with a private site, you must not approach members of the public who are: seated, unless the seating is part of a charitable institution's promotional stand; or in queues, unless the queue is directly related to the fundraising activity.
- You must not knowingly approach people who are carrying out official duties, such as uniformed officials while they are on duty or people who are clearly working.
- You must not obstruct, interfere with or disrespect members of staff from local businesses.
- You agree that KidsAid can terminate your authority to fundraising at any time by sending written notice to your address.

## Licenses and Permission

Collecting cash on private or public land should be collected in line with the terms of the relevant permit or licence. You must keep to the dates, times and areas allowed for collecting. You need to record all bookings and include the full name of the person you made the booking with, the dates that were agreed and the type of activity that was agreed. You must keep these records for at least 28 days.

- Collectors need to be 18 years of age, or older.
- Collectors must have any official materials or authorisation needed under a licence or permit, such as letter of authority, an identity badge, collecting boxes, identifiable clothing and receipt books.
- You must only approach people in areas and during operating hours allowed under agreements, licences and permission.
- You must record the issuing and return of all materials connected with the collection.
- KidsAid do not complete house to house collections.
- KidsAid do not collect regular gifts (direct debits) face to face on public and private land.

## Static Collections

Static collections involve the use of collecting boxes which stay in one place – either on the floor or on counters in places such as shops, pubs, hotels, hospitals and reception areas.

- You must get the permission of the site owner to hold a static collection on the site. Please use the static collection permission form.
- Ensure the static collection is sealed and numbered.
- You must give the static collections letter of authority to the site owner when dropping off the collection.
- Arrange a date to go and check on the collection. Please check on the collection regularly, at least quarterly.
- Make it clear to the site owner that if the collections is lost or stolen, or they wish to end the collection, they need to contact you.
- When you have collected the collection, please complete the receipt for Static Collection Form. Please do not open this collection and arrange a time to bring the collection into KidsAid.

## Lotteries, Prize Competitions and Free Draws

Lotteries (private society, work, residents and incidental tombolas and raffles held at events do not need a licence or permission from any authority).

- The draw must be witnessed, and you should make a record of the result.
- You must include all paid-for, valid ticket entries in the draw.
- If you are going to transfer late entries to the next draw, you must be clear about this when you sell the ticket.
- If, for any reason, the draw date needs to be delayed from that shown on the ticket, you must take all reasonable steps to make sure that everyone who has bought a ticket knows about the change, and you must discuss it with the issuer of the license.
- You must return all filled-in ticket stubs and payments to KidsAid for audit purposes.
- If the owner of a winning ticket donates their prize back to a KidsAid, this must be shown in KidsAid's accounting records as a donation.
- You must not make details of winners publicly without their permission.
- You must contact all winners within seven days of the draw.
- You must make all reasonable efforts to award prizes to the holders of winning tickets.

## Fundraising Communications

### General Standards

- Your communication must not contain anything that is likely to cause serious or widespread offence. You must take particular care to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability.
- Your communications must not contain anything that is likely to cause fear or distress without a justifiable reason. If you can justify it, the fear or distress likely to be caused must not be excessive.
- You must not use a claim or image that some people may find shocking merely to attract attention. If you use images that some people may find shocking, you should give warnings about this material.
- You must make sure literature includes all information that you have to include by law, for example, registered charity number and address.
- You are authorised to use the KidsAid logo on promotional material relating to the fundraising activity and you will get your marketing material approved by KidsAid before finalisation. KidsAid's charity number must be on all marketing material. KidsAid's charity name and logo must not be used for any other purpose.

### Fundraising by Mail

You must not send direct marketing mailings to people who have registered with the Mailing Preference Service (MPS) if you cannot show any evidence of a previous relationship with that person.

### Fundraising by Telephone

This section includes all fundraising calls and voicemails that are made to ask for financial and other types of donations, such as volunteering time.

The Telephone Preference Service (TPS) and Corporate Telephone Preference Service (CTPS) allow people or companies to register their phone numbers to show that they do not want to receive 'unsolicited' sales and marketing phone calls (that is, calls they have not requested).

You must not make marketing phone calls to the following people:

- Anyone who has asked you to stop or not begin direct marketing.
- You must not call anyone you know is under the age of 16.
- You must not claim that marketing calls are administrative calls.
- You must give your name and the name of charitable institution you are fundraising for when making a direct marketing call.
- You must not ask for a financial contribution more than three times during a fundraising phone call.
- You must make the purpose of the call clear if you are leaving a voicemail.
- KidsAid will not text supporters/donors regarding giving donations.

Consent for direct marketing communication

- Always call the organisation beforehand to see if they would like to receive information regarding KidsAid. Do not bulk email organisations.
- If an organisation does not want our information, please add these to the Do not Consent Database.
- If an organisation gives consent, add this to the Supporter Consent Database. Adding when they gave consent, how they gave consent and what they were told in connection with giving consent.

Events

When identifying a suitable venue or location for an event:

- You must consider equal access for all, even if an event is being targeted at a specific group of people.
- You must make sure the venue meets the legal requirements of health and safety and must make sure the venue or location is fit for purpose, taking note of any restrictions, and be able to justify any environmental effect the event might have.
- Complete a risk assessment (for example, medical cover, fire exit, first aid, capacity of room and evacuation arrangements).
- You will seek medical advice from your general practitioner if you have any doubt about your physical ability to hold or take part in your event/activity.
- You agree that the KidsAid does not accept responsibility or liability for an event/activity of yours and you agree that you are participating in this at your own risk and KidsAid shall not be liable in any way for damage, injury or loss that might occur as a result of the event/activity.
- Ensure relevant insurance policies are in place for your fundraising.
- KidsAid will ensure sufficient third-party public-liability cover is in place and it will consider whether any other insurance cover is needed.
- You must make sure that you have any permission or licences you need for the event from the local authority or other relevant body.

## Processing Donations

### Cash

- You must not leave unsecured cash unattended.
- Cash should be counted in a secure place and counted/recorded by two unrelated people. Cash should be kept in a safe place.
- You must ensure that cash donations are placed in a sealed container or collecting tin.
- You will ensure that all money raised is handed into KidsAid within 8 weeks of the event.

### Floats

- A nominated person must sign for the float and complete the Cash Float Form.
- You must keep floats and any money made from sales separate from personal money.
- If you use money from a float for petty-cash spending, you must record this separately and keep any receipts

### Receipts

- If you do not use a sealed collecting box, the collector must issue a Receipt Collection Form for the donated amount.
- If you are collecting on a private site, you must give the person who owns or manages the site a receipt therefore either the Receipt Collection Form or a Receipt for Static Collections.
- All supporters should complete a Receipt of Donations from Supporter Form when returning a donation.

### Cheques

- You must bank cheques as soon as possible.
- You must not give change in return for cheques.
- You must not issue a refund for a cheque donation until the cheque has cleared and the money has appeared in KidsAid's bank account.

### Charity Cheques and Vouchers

- Charity cheque and voucher accounts allow donors to make donations as a lump sum or regular amounts into an account which can then be used for making donations to KidsAid. The agency managing the account will claim and add Gift Aid to the donation. The donor is given a book of vouchers or a 'chequebook' to donate this money to KidsAid. On receiving the voucher or cheque, KidsAid will contact the agency and arrange for the donation to be transferred.
- KidsAid must not reclaim tax on the donation as the Gift Aid was added before it was received.
- You must bank or cash in vouchers as soon as possible, ideally the next working day, unless the agency issuing the vouchers asks you to do otherwise.

### Card Transactions

- KidsAid must meet the Payment Card Industry Data Security Standards (PCI-DSS). This is currently used for the Just Giving webpage.

- If you are charged for transferring payments, you must record the total donation amount as income, and record the charges in the KidsAid's account as 'expenditure'.

#### Direct Debits

- KidsAid are signed up to the Direct Debit Guarantee Scheme.
- To set this up please give the supporter a Regular Giving Donation Form. The supporter is to complete the first and second page and return this to KidsAid for the charity to complete the third page and return to their bank.

#### Gift Aid

- Gift Aid allows KidsAid to reclaim tax on donations made by UK taxpayers. This effectively increases the amount of the donation.
- You must only claim Gift Aid for a donation if all of the Gift Aid conditions are met. One of these is that a donor's Gift Aid declaration must meet HMRC's guidance on Gift Aid.
- If you want to make a tax relief claim under the Gift Aid Small Donations Scheme, you must only do so if all of the scheme's conditions are met. You may be able to claim 25% on cash donations of £30 or less and/ or contactless card donations of £30.

#### Payroll Giving and Post-Tax Salary Donations

- Payroll giving is a tax-efficient scheme where the donation is taken from employees' pay before tax is taken.
- Post-tax salary donations is where employees' donations are taken direct from their salary after tax has been taken. These schemes only apply to giving to charities, and all payroll-giving schemes must be run through a payroll-giving agency chosen by the employer.
- Payroll-giving agencies receive employees' donations, which the employer has taken through the payroll, and pass these to the relevant charities.

If you have any questions regarding the above, please contact [lorraine@kidsaid.org](mailto:lorraine@kidsaid.org)!