



for a living planet[®]

Fundraising dos and don'ts

Charities are governed by lots of different rules and regulations and below you will find some basic guidelines that you need to bear in mind when organising your fundraising activities. If you have any queries, please contact WWF's Supporter Care team on **01483 426 333** or email them at **supportercare@wwf.org.uk**

Further information can also be found at the following websites:

The Charity Commission: **www.charity-commission.gov.uk**

The Institute of Fundraising: **www.institute-of-fundraising.org.uk**

In aid of WWF

Thank you for raising funds for WWF. Recently published guidelines mean that we need to ensure that our supporters understand that they are raising funds in aid of WWF, but don't represent WWF. Please do not talk about WWF's policies or stance on specific issues (for example in press releases, in publicity or other materials for your event). Any enquiries should be referred to WWF's Supporter Care team.

WWF Logo

Please use the downloadable materials we have designed for you at **wwf.org.uk** to promote your fundraising activities. Please do not use the WWF logo on any materials you create yourself without approval from WWF. For more information please contact WWF's Supporter Care team who will be able to assist you.

Insurance

Please remember that you are responsible for the activity and for making sure that it is run safely and legally. WWF cannot accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.

If you are planning an event that involves the general public in any way you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the

event in a place which has liability insurance (such as a school, workplace, community centre etc), you should check with them what cover, if any, is available under their insurance and whether or not you need to arrange extra cover.

Collecting money

If you want to collect donations at your event, please be aware that public collections do need specific permission and licences, depending on the venue. We don't advise that you ever collect money door-to-door or as part of a street collection, as it's illegal to do so without a licence.

For your own protection, if at all possible, make sure that you count collected monies with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to WWF-UK rather than to you personally. Make sure any coins and notes donated are kept in a secure place and is banked as soon as possible, then write a cheque to WWF-UK for this amount to avoid sending cash in the post. Any expenses to be recovered from your event should only be deducted with the prior agreement of WWF. Ensure all funds that you have raised are returned to WWF by any deadline we have set. If no specific deadline has been set, please return all funds to WWF within 30 days of your event or within 30 days of collecting all your sponsorship.



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Take care

WWF cannot accept responsibility for accidents, so please follow these simple principles to make sure that everyone's safe while they are raising money.

Contact the British Red Cross or St John's Ambulance if you feel that first aiders are necessary.

Always ensure that children are safe and that you do not allow them to ask for or collect money without an adult.

Nobody should carry out fundraising in an unsafe environment, so assess any risks involved and make sure that those risks are eliminated or minimised, both for yourself and your helpers and for participants.

If you are going to carry money around, take care with your personal security. Always use a safe route, take someone else with you and carry a personal alarm.

If you hire anybody to help organise your event, or use facilities provided by a third party, make sure that they have suitable experience and their own insurance.

Finally, remember that your activity if carried out within the work-place must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since. See www.hse.gov.uk

Adventure activities

WWF does not encourage risky activities like parachuting, bungee jumping or rock climbing for example. Neither do we encourage travelling to other countries as part of your fundraising activities.

Alcohol

Selling alcohol as part of your event requires a temporary licence. You'll need to apply for it at your local magistrate's court at least a month in advance. You can, however, offer alcohol but not charge for it, without getting a licence. If you choose this route, make it clear what is being offered and how much - for example, 'free glass of wine with every ticket'. Another option is to hold your event on licensed premises or ask your local pub to organise the bar at your venue. This ensures that there is a licensee responsible for the sale of alcohol and you won't need to apply for a separate licence yourself.

Food

If you want to offer or sell food to the public, you should check with the environmental health department of your local council to see which food safety laws apply.

Lotteries and raffles

Legally, lotteries and raffles are defined in the same way and the same rules apply to both. There are three types of lottery:

Private lotteries

If you hold a raffle at your workplace or club, there's no need to obtain a licence. This is the type of lottery we recommend, since it is easy to run and isn't legally complex. Just make sure that the raffle is only offered on the premises. You must make it clear who is running the raffle.

Small lotteries

If you hold a raffle as part of an event, but not the main focus of your event, you can also run it without a licence. With this type of lottery, there can't be any cash prizes and both the ticket sales and the announcement of the results must take place during the event. No more than £250 can be spent on buying prizes, but no limits apply to the value of donated goods.

Public lotteries

If you hold a larger raffle that is open to members of the public, it must be registered with the local council. Due to the legal issues and extra complexity, we suggest that you avoid organising this type of raffle.

Please note that WWF cannot supply prizes for lotteries and raffles.

Please call Supporter Care on **01483 426 333** or email them at [**supportercare@wwf.org.uk**](mailto:supportercare@wwf.org.uk) if you have any queries.