

Fundraising Guidelines 2022

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Fundraising Guidelines

Raising money for charities is both a worthwhile, and fun activity. Supporting a cause can make a positive social impact on the communities in which we work, helping to develop invaluable relationships with the local community, whilst contributing to our values. It can also enhance the experience our customers have living with us.

Although fundraising is not one, we do have some mandatory actions that each property must support. These include;

- British Heart Foundation through the donation stations.**
- Local foodbanks – through the donation of unopened food by customers**

It's really important that:

- Once your fundraising activity is completed, fill out a community form on the intranet, including how much you have raised. Link found [here](#).
- Bank any funds raised via the Unite Charity Bank Account. Guidance can be found [here](#).

This guide should provide you with all you need to get some fundraising off the ground. If you have any queries, or would like some help or advice, get in touch at charity@unitestudents.com.

Hints & tips for organising a successful fundraising event

Below are some hints and tips that will help you when you're planning events...

- **Check the date** – make sure there isn't another big event on the same day at the university or city as well as any other big fundraising events going on e.g. Children in Need.
- **Budget for success** – make sure you don't spend more than you raise and try and get what you can for free. Also set a target for what you want to raise – always nice to have something to reach for.
- **Plan for success** - Hold a planning meeting and ensure participants are fully briefed about their role for the activity. Spreading the load always helps and get people more vested in the activity. Give yourselves lots of time in advance to plan and promote the event.
- **Sharing success** – Share your ideas with others from the city. You might inspire them to do the same and likewise you might get some great ideas from them. Don't forget to Yammer about your activity as well using the hashtag #charity
- **Customers** – why not encourage customers to fundraise for you and to organise their own events, held in our properties.
- **Publicise** – use the blank poster and digital screen to promote the events to customers. The more people that know about your event, the more people will take part. Also don't forget there may be a PR opportunity both before and after the event so get in touch with the Social Impact team who will be able to advise and support you
- **Merchandise** – ask the charity for t-shirts, buckets, balloons, etc and make sure your event is well branded with Unite Students and the charity logos – it will look great in photos
- **Sponsor forms** – use our special sponsor forms, remembering to add the name, address and registered charity number in the relevant sections. This is imperative as it ensures that all of the fundraising rules are being followed.
- **Food** - Prepare any food to be sold in a hygienic manner and comply with the Food Safety Act
- **Match funding** - You can apply for charity match on fundraising/ events that happen outside of work hours. Unite Students offers staff up to £250 a year, per staff member, to go towards their fundraising. In addition, for anyone requesting £100 or more for a match donation, a further £100 will be donated to the Unite Foundation. To apply please click [here](#).

And don't forget! Please complete the charity form so we can track all of the great work you're doing.

Fundraising ideas

There are so many different ways you can raise money. The bigger, wilder, wackier ideas can often seem better but the tried and tested methods are often a winner as well! Below are a few ideas to get you going...

- Cake bake
- Fancy dress
- Guinness World Record attempt
- Karaoke night
- Movie Night
- Music or comedy night
- Night at local bar/nightclub
- Onesie Day
- Promise auction
- Quit or give something up
- Quiz night
- Raffle
- Sport event e.g. five aside football tournament
- Swear box
- Wax or shave off

We mustn't forget the legal bits

Please consider the following when organising your fundraising events. It will help protect you, our customers and the causes you are fundraising for.

If you are organising a raffle ensure that the correct tickets are used. If you are planning to sell tickets over a period longer than 24 hours you are required to get raffle tickets printed detailing the ticket price, top prize (ideally up to top three prizes), chosen charity and it's registration number, date and location of draw and promoter (your chosen charity will provide you with this information). For raffles which last no more than 24 hours, cloakroom tickets can be used

Ensure that risk assessments and insurance are in place for any extreme fundraising activities (e.g. bungee jumps, abseiling etc.)

Speak with your H&S Manager to confirm that your proposed activity is ok to go ahead with and you plan for everything you need to, to ensure the event goes off safely.

When counting and recording cash, a minimum of two members of staff should be present. Please refer to the cash handling policy [here](#).

- Cash should be locked away safely when the office is closed and when taking it to the bank, for personal safety two members of staff should be present. Please refer to the cash handling policy [here](#).
- Please do not suggest to customers that you represent the charity, only that you are fundraising in support of them.
- You cannot collect money in a public place (unless permission from the local council has been sought) or door to door.
- We cannot sell alcohol to raise money.

If you have any questions regarding these guidelines, please drop us an email at charity@unitestudents.com.