

FUNDRAISING GUIDANCE

Thank you so much for considering hosting a fundraiser as part of your society activity!

[Registered societies](#) can use Guild resources to fundraise for themselves or for a UK registered charity. All you need to do is fill in a [Fundraising Form](#) as you put your event together and we will help you with everything you need!

What this guidance will cover:

- *How to fundraise: Step by Step*
- *Raffles*
- *Advertising fundraisers*
- *Bake Sales*
- *Donation Drives*

HOW TO FUNDRAISE: STEP BY STEP

1. Contact your Societies Coordinator to start putting the event together via an Event Cover Form
2. Fill out a Fundraising Form, which can be found on the Guild website
 - The completed Fundraising Form is then sent to guildfundraise@liverpool.ac.uk automatically once it is complete, so make sure you press 'Finished'
3. Ensure you are fundraising for a UK registered charity. Fundraising can only take place for UK registered charities and you can find a list of them below:
 - [England and Wales](#)
 - [Scotland](#)
 - [Northern Ireland](#)
4. Maximise your profits. **Expenses for your events must be taken from your fundraised total**, so any prizes or incentives you purchase for your event have to be budgeted for
 - Depending on the nature of the activity, you can sell tickets for your events. This will help you to know how many people are attending and help you to budget effectively
 - Reach out to organisations for prize donations. Freebies are a great way to offer incentives for your events without eating into your profits. This can include asking guest speakers or hosts to volunteer their time. The worst they can say is no!
5. Create an online fundraising page. Your society can set up an online donation platform page for your chosen charity!
 - You must set up a page using your society's official email address
6. Submit any reimbursement requests with itemised receipts for event expenses once the event has finished
 - You can do this by clicking on 'Finance Requests' at the bottom of your society webpage
7. We will pay the profits to your chosen charity as soon as we have received information about any expenses you may have
8. We will email your society's email address when we have sent the money to the charity!

If you have any questions about fundraising, please email guildfundraise@liverpool.ac.uk

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RAFFLES

The following guidance is key to keep in mind, as if we do not meet the criteria or go beyond our remit we would be contravening the regulations outlined and also would need a license.

You don't need a licence or registration to run a lottery if you only take ticket payments face to face and sell physical tickets at an event

Lotteries or raffles can be held at events such as fetes, fairs, fundraising dinners, festivals etc.

You can only donate the profits raised to the chosen charity, not the proceeds, and this must be made clear to those who are donating. Any expenses for the event must be taken from the fundraised total and cannot be paid for from the society's account.

Raffles:

- Regulated by the [Gambling Commission](#)
- Must only be run to raise funds for UK registered charities – the chosen **charity must be advertised clearly to all participants**
- Must not be the main reason for holding the event. It must take place alongside the society's event
- Can sell tickets to anyone at the event

Ticket requirements:

- Must provide physical tickets to those taking part. There are no set requirements for what must be printed on the tickets, as long as you can identify which ones are the winning tickets. For example, the society can use cloakroom tickets
- There is no limit on how much can be charged for a ticket, and the discount tickets can be applied for multiple purchases, such as buy one get one free
- Can sell tickets for a raffle to U18s but, if the society plans to have children at their events, this must be risk assessed
- **Tickets must only be sold at the location of the event and whilst the event is taking place. The society must not sell tickets online, including on social media, or in advance of the event.**

Claiming Costs:

- Must only donate the profits raised to the chosen charity, not the proceeds, and this must be made clear to those who are donating. Any expenses for the event must be taken from the fundraised total and cannot be paid for from the society's account
- Can take up to a maximum of £100 from proceeds to cover expenses to run the raffle e.g. costs for printing tickets or hiring equipment

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Prizes:

- Must only donate the profits raised to the chosen charity, not the proceeds, and this must be made clear to those who are donating. Any expenses for the event must be taken from the fundraised total. This includes the cost of prizes.
- Can take up to a maximum of £500 from proceeds to pay for prizes but the cost of your prizes must be discussed in advance
- Prizes can also be donated, there isn't a limit on how much donated prizes can cost
- Prizes must not rollover from one raffle to another

Announcing the result:

Can do the raffle draw during or after the event but it must be made clear to participants when the result will be announced

ADVERTISING FUNDRAISERS

If you are hosting an event that has ticket sales as a method of fundraising, you must do the following:

- Work with the Volunteering and Fundraising Coordinator and your Society Coordinator about the nature of the event so that the expenses are reasonable to make a profit
- You must advertise which charity the money will be going to **at the point of purchase**
 - Even if you have shared information in a group chat or on a poster, we need to guarantee that anyone making a financial transaction has full awareness of where their money is going when they are purchasing a ticket, putting money in a collection bucket etc., so that we comply with Charity Law and guidance from the Fundraising Regulator

BAKE SALES

As long as they are a registered charity with the Charity Commission (England & Wales, Scotland or Northern Ireland), here are next steps:

- Submit an [Event Cover Form](#)
- Submit a [Fundraising Form](#)
- [Book a stall](#) on Guild Street
- Complete a Risk Assessment which we will send to you with the areas **highlighted in yellow**
- Cash donations:
 - We will organise collection buckets for you! Please highlight how many you would like on your Fundraising Form. These can be collected from Reception before your event
 - We can also organise a cash tin for you for the day, which you can pick up from Reception, which allow you to break down change

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- You can also do an online donation platform if you would like if you would like to signpost people to donate, but this is a **supplementary method of fundraising, as we need to deduct any expenses from fundraised totals (e.g., ingredients for cakes etc.)**

Other important to be aware of when hosting a bake sale includes:

- **ALL allergens and ingredients must be on display** when any event with food is concerned
 - It is really important because of [Natasha's Law](#). A member of the Student Activities Team will be down to check your bake sale to make sure we as an organisation are complying with this
- Card readers are **not permitted**
 - We understand that people may not have cash, which is why we suggest online donation platforms as a supplementary form of fundraising that does involve cash

DONATION DRIVES

We recognise that sometimes you as a society may want to organise a Donation Drive for a charity rather than necessary raise money, which we would love to support!

Before you start, we do have **permanent donation points** already in the building and across campus. These include:

- Non-perishable food donation point at Reception for [FareShare](#) (charity no. 1100051)
- Clothing donation point at Reception for [British Heart Foundation](#) (charity no. 225971)

Due to capacity in the building, we will be unable at the moment to set-up any additional permanent donation points that societies request. As an alternative, we are happy to support you with a Donation Drive. In order to do this, please do the following:

- ❖ Reach out to your chosen charity to see which items they need
 - Many charities have a list of items they are looking for at specific times in the calendar year, or do specific call outs for different projects
- ❖ Submit a [Fundraising Form](#) and [Event Cover Form](#)
- ❖ [Book a space in the Guild](#) for people to drop off to on a set date and have someone/some people be in the room to monitor the items
- ❖ Arrange for the charity to collect the items on the same date or the next day so that the room is cleared ASAP, as we would not be able to store the items for longer than this in a bookable space within the building

Thank you for reading through this guidance and if you have any questions whatsoever about anything fundraising related, get in touch with guildfundraise@liverpool.ac.uk

Guild Fundraising Team