

Guide to Fundraising

All Local Groups need to fundraise to ensure that they have sufficient funds to carry out activities that inform and support their Members. This guidance offers a mixture of fundraising ideas and information to ensure that your Local Group maintains a healthy bank balance and sticks to the law.

We have a dedicated Fundraising Team who can help you with any queries on fundraising. We also produce a variety of fundraising resources that includes our fundraising pack, sponsorship forms, collection boxes, t-shirts, helpful advice and more to make your fundraising efforts as smooth and successful as possible.

For further information and support please email Fundraising@coeliac.org.uk or call 01494 796 724.

Why fundraising is important

As per the Constitution, Local Groups are responsible for funding their own services, events and mailings. Coeliac UK will give all new Local Groups a £250 start-up grant and assist with initial correspondence to Members. The Committee then needs to consider how it will raise funds to cover the costs of the year's events, so a fundraising element needs to be introduced into as many of the Local Group activities as possible.

Keeping a healthy bank balance

In general, the Charity's Local Groups have proven themselves to be fantastic fundraisers with the majority attaching a fundraising ask to most events. Through strong local networks they can access free venues, make the most of free advertising and sponsorship or keep to cost neutral events e.g. dinner in a restaurant or coffee morning in a local café.

Easy asks

It is fine to charge an entry fee or for refreshments as below but equally you can ask people for a voluntary donation, or a 'suggested' voluntary donation as you should know how much you need to take to cover your costs. If you ask for a voluntary donation it is of course 'voluntary', so anybody unwilling or unable to contribute cannot be challenged. These are just some simple suggestions:

- charge an entrance fee eg £1 to attend presentations, demonstrations etc
- charge for refreshments eg £1 for a coffee and a gluten-free biscuit
- hold a raffle
- put out a collection tin
- set up a sweepstake
- organise specific events such as a fundraising dinner, quiz night or auction. These can be fun social events to get your Local Group together.

Some different ideas

- **hold an AGM sweepstake:** have Members guess how much money the Local Group raised over the year or how much money is in the bank account. Award the winner with gluten-free treats.
- **organise a cookery competition:** put your Members to the test with a baking competition. See if you can get a local chef to judge the entries and charge Members for their entry. Organise a gluten-free hamper for the winner.
- **host a quiz night:** put Members' knowledge to the test with a quiz night charging per head or per team and awarding gluten-free treats to the winners. Quiz nights doubled up with a gluten-free take away can be a real crowd pleaser.
- **fundraise whilst shopping online:** go to <http://www.easyfundraising.org.uk/> to find out more.
- Perhaps speak with a local venue e.g. pub to see if they would be happy to post your event for free.

For the more adventurous

- **host a food fair:** food fairs take a lot of organisation and venues can require upfront payment, however Local Groups generally find them a great way of boosting funds with manufacturers having to pay for their stand, as well as charging visitors for admission and refreshments.

Read our Food Fair Guidelines for more information.

- **create a recipe book:** ask Members to share their best gluten-free recipes with you, collate and print as a simple booklet, charging Members for a copy.

Remember to use a disclaimer – contact the Volunteering Team for more information.

create a local venue guide: ask Members to share their favourite eating out spots, collate and print out as a guide for Members and sell at your meetings. Venues do change regularly so your venue guides will need to be reviewed frequently.

Remember to use a disclaimer – contact the Volunteering Team for more information.

- **take part in a fundraising challenge:** some Local Groups have organised fundraising events e.g. sponsored walks, sponsored swims or, for the more adventurous, abseiling. If you wish to hold an event like this please do check with the Charity Insurance providers first to make sure the event is covered. If teaming up with another organisation please check their insurance policy too.
- **Contact the Coeliac UK Fundraising Team to discuss our range of fundraising opportunities for challenges.**

Fundraising in your newsletters

- ask Members to donate stamps or for those who have their newsletter posted to them, to send in a stamped self-addressed envelope
- obtain sponsorship from a local company or gluten-free manufacturer to cover production costs. You can recognise their contribution in the Newsletter. If you have any queries regarding this then please check with the Volunteering Team.
- set up a 100 club. Members have very high odds of winning and the Local Group makes a good profit.

Top Fundraising Tips

1. Set yourself a target - whether it is £25 or £250
2. Be bold
 - if you find it hard to ask for money, remember it is for a good cause
 - ask everyone you know, from friends, neighbours, work colleagues etc
 - collect donations rather than pledges up front, it will save a lot of hard work after the event
 - use websites like www.justgiving.com/coeliacuk - to set up a fundraising page for your event. This website allows people to make their donation online.
3. Publicise your event
 - from direct mailings to posters to local press and radio coverage there are lots of ways to spread the word and build support
4. Keep all food and drink gluten-free.

Fundraising: the Law, key principles and behaviours

Charity fundraising is regulated by law and any fundraising activities must comply with such. The key principles are outlined below but if you have any queries please do get in touch with the Fundraising Team at any point.

When raising funds for the Local Group it is very important that the full name of the Local Group and the Coeliac UK charity registration number (1048167 for England, Wales and Northern Ireland, SC039804 for Scotland) appears on all posters and advertising materials.

The Institute of Fundraising lays out the following key principles and behaviours which we expect all Local Groups to abide by in their activities:

1. It is a legal requirement that all funds raised for a particular cause **MUST** be used for that particular cause.

On a practical level this means that any money raised under the name of the Local Group can only be spent on the activities and services of the Local Group.

Money raised under the name of Coeliac UK must be returned to the Fundraising Team at Coeliac UK.

Money raised for a specific named activity or service such as producing the Local Group newsletter or creating a Welcome Pack for New Members can only go towards the costs of this specific activity.

2. Fundraisers must not criticise or belittle other individuals or organisations.
3. Fundraisers must not exaggerate facts relating to the potential beneficiary.
4. Fundraisers must not take advantage of mistakes made by the donor.
5. When using donor information the Local Group must comply with Data Protection Principles and any requests of confidentiality.
6. Fundraisers must not pressurise donors.
7. The Charities Act 1992 and Charities and Trustee Investment (Scotland) Act 2005 allows charities to obtain a court order preventing fundraising where any individual is using fundraising methods to which the Charity objects or where the Charity believes that an individual is not a fit and proper person to raise funds on its behalf.
8. Committee Members **MUST** act in the best interests of the Local Group when deciding to accept or refuse a particular donation.
9. Fundraisers ought to include a statement indicating what will happen to funds received. This includes what will happen if the total funds raised are insufficient or if they exceed the target.
10. Local Groups ought to use the funds raised in a timely manner.
11. Donors have given their money in good faith that it will be used towards the benefit of the Local Group and such should be respected.
12. Records ought to be taken for all donations made.

13. No deductions can be taken from cash received unless with the express and explicit advanced agreement of the Group Organiser and Group Treasurer. There may be additional rules imposed by donors or third parties which must be honoured.
14. Local Authorities may impose additional rules regarding collections which may include deductions. These must be complied with. For further collection guidelines contact the Fundraising Team.
15. Expenses can only be claimed following receipt of the donation.
16. Cash should be collected, counted and recorded by two signatories. This should take place in a secure environment. Other rules apply to public collections – please seek advice from the Fundraising Team before undertaking this.
17. Unsecured cash must never be left unattended.
18. Cash and cheques should be banked as soon as practicable. All Committees should know who is responsible for banking donations (usually the Group Treasurer) and be notified once donations have been paid in.
19. Cash and cheques not banked immediately must be placed in a safe and secure location.
20. Children under the age of 16 should not be given responsibility for handling, counting and collecting money.

For more information please contact the Fundraising Team (Fundraising@coeliac.org.uk)

Collections, raffles, Gift Aid and grants

Collection buckets and tins

Collection buckets and tins must be secure and tamper proof. We recommend Local Groups source their own collection buckets and tins which they must clearly label with the Local Group name and charity registration number.

Coeliac UK can only provide collection tins for Local Groups if the money raised is returned to the Fundraising Team in High Wycombe.

Please note that legislation in Scotland requires those donating to place the money in the tin directly – it cannot be given to you for you to place in the collection tin or bucket.

Street collections

Coeliac UK discourages street and house to house collections. If you would like further information please contact Fundraising@coeliac.org.uk or call 01494 796 724.

Private collections

If your collection is open to the public but takes place on private property e.g. a shopping centre or railway station, you must first obtain the permission of the landowner or manager.

Static collection boxes

You do not need a licence to place a collection tin in such venues as a shop or business however you do need the permission from the business owner.

Identity badges

When collecting in public you will need an identity badge containing details of your licence. For further information please contact Fundraising@coeliac.org.uk

Alcohol and entertainment

Please refer to the events pages for guidance on selling and supplying alcohol at fundraising events or planning entertainment at events.

Raffles

Raffles are a popular way to add to the Local Group's income line at every event and meeting. Any Local Group holding a raffle must ensure that it complies with the following regulations, laid out by the Institute of Fundraising:

- the raffle cannot be the main focus of the event or meeting, rather it should be an incidental part of it e.g. at your AGM and coffee morning

- alcohol can only be given as a prize if it is a sealed container and if all those participating in both the event and the raffle are 18 years old or over
- there must be no roll over of prizes from one raffle to the next
- money cannot be given as a prize though vouchers are fine
- the maximum you can spend on prizes is £250 (this excludes donated prizes)
- tickets can only be sold to people who are 16 years old or more and they must be present at the event
- tickets can only be sold at the event and the draw must take place at the event too
- tickets are non-transferable.

We recommend having a statement next to the raffle prizes highlighting who can buy tickets, when the draw will take place, that the tickets are non-transferable and what the money raised will go to.

Please note that of the money raised up to £250 can be used to cover the costs of prizes and up to £100 can be used to cover the costs of the event itself (e.g. printing raffle tickets)

If you wish to sell tickets in advance or sell tickets to the general public then you must register with your Local Authority of the Gaming Board to run a “social lottery”. This usually incurs a cost of around £35.

Gift Aid

Due to the nuances of Gift Aid, Local Groups are unable to claim Gift Aid on donations made to Local Group funds. However we are able to process Gift Aid at Coeliac UK so if you are engaging in a fundraising activity where the proceeds will go towards research or to other projects or services organised by the Charity, get in touch and we will work with you to ensure Gift Aid is taken on all eligible donations – helping us to further boost your fundraising efforts.

Localgiving

If any Local Groups would like to set up a fundraising page to collate donations online from Members who are fundraising for a local event then you can set up a webpage with [Localgiving](#). With Localgiving you need to register as an unregistered charity. We have

confirmed with Localgiving that even though Local Groups technically fall under Coeliac UK, because your Local Group is raising funds locally and these are going into your Local Group bank account you can register as a group.

Grants

There are lots of companies, local authorities and groups who give out community grants. Many grants have strict instructions on what they must be used for and when the money is spent. **If you are interested in applying for a grant, you must get permission from Coeliac UK first.** We require 15 days working days to review and approve any grant applications.

Fundraising in Schools

If younger Members of the Local Groups want to fundraise specifically in schools then please contact the Fundraising Team to request a school fundraising and information pack which has information about how to go about fundraising and some ideas for fundraising in schools.

Fundraising for Coeliac UK

Along with raising money for the Local Group, many also raise funds for Coeliac UK's central services such as running the Helpline, creating the Food and Drink Directory, campaigning and research projects supported by the Charity. Coeliac UK receives no government funding and although Members pay a fee to contribute to the costs of the services they receive, we still depend on donations from individuals and Local Groups to be able to undertake our work.

As well as sending donations directly to the Charity (and we are incredibly grateful to those Local Groups who make an annual contribution) you can also take part either individually or as a Local Group in our national fundraising activities.

National raffle

Coeliac UK runs a national raffle each year and we are very grateful to those Members who sell tickets for us.

Legacies

Much of Coeliac UK's work is made possible because of legacies. Recognising this important source of financial support, the Charity provides information to Members who might consider leaving a gift in their wills to Coeliac UK. Please speak to the Fundraising Team for further information.

How your company could help

If you are working, there are lots of ways your company or employer could help Coeliac UK, from recycling your empty printer cartridges and old mobile phones for us to sponsoring an event. Some companies also offer matched giving where they will match your own fundraising total be that £20, £200 or £2000. If you think your company might like to be involved, ask them to visit our website or contact the Fundraising Team.

Challenge events

Each year our Members take part in a variety of events to fundraise for Coeliac UK. These include runs, walks, cycles, swims, obstacle races etc. Additionally we support anyone who wants to take on a physical challenge for the Charity by providing training and dietary advice, publicity, a calendar of key running events in the UK and sponsor forms.

To request our challenges flyer please contact the Fundraising Team. Also visit the website for more information on our [challenge events](#)