

Raising Money for Charity Guide



The Opportunities & Development Team strongly recommend that you organise any charitable fundraising through JMSU as they can give you the best advice, support, and charity expertise. Although there is no obligation to do your fundraising with your sport or society, working with us will ensure that student groups follow good practice around charity law and accounting.

This is especially important because the Students' Union is registered with the Charities Commission. This short guide contains information on how we can support your student fundraising.

Before you begin fundraising you must ensure that the charity you wish to fundraise for has a registered UK Charity Number and is listed on the [Charity Commission Website](#). JMSU reserves the right to allow fundraising for non-UK registered charities.

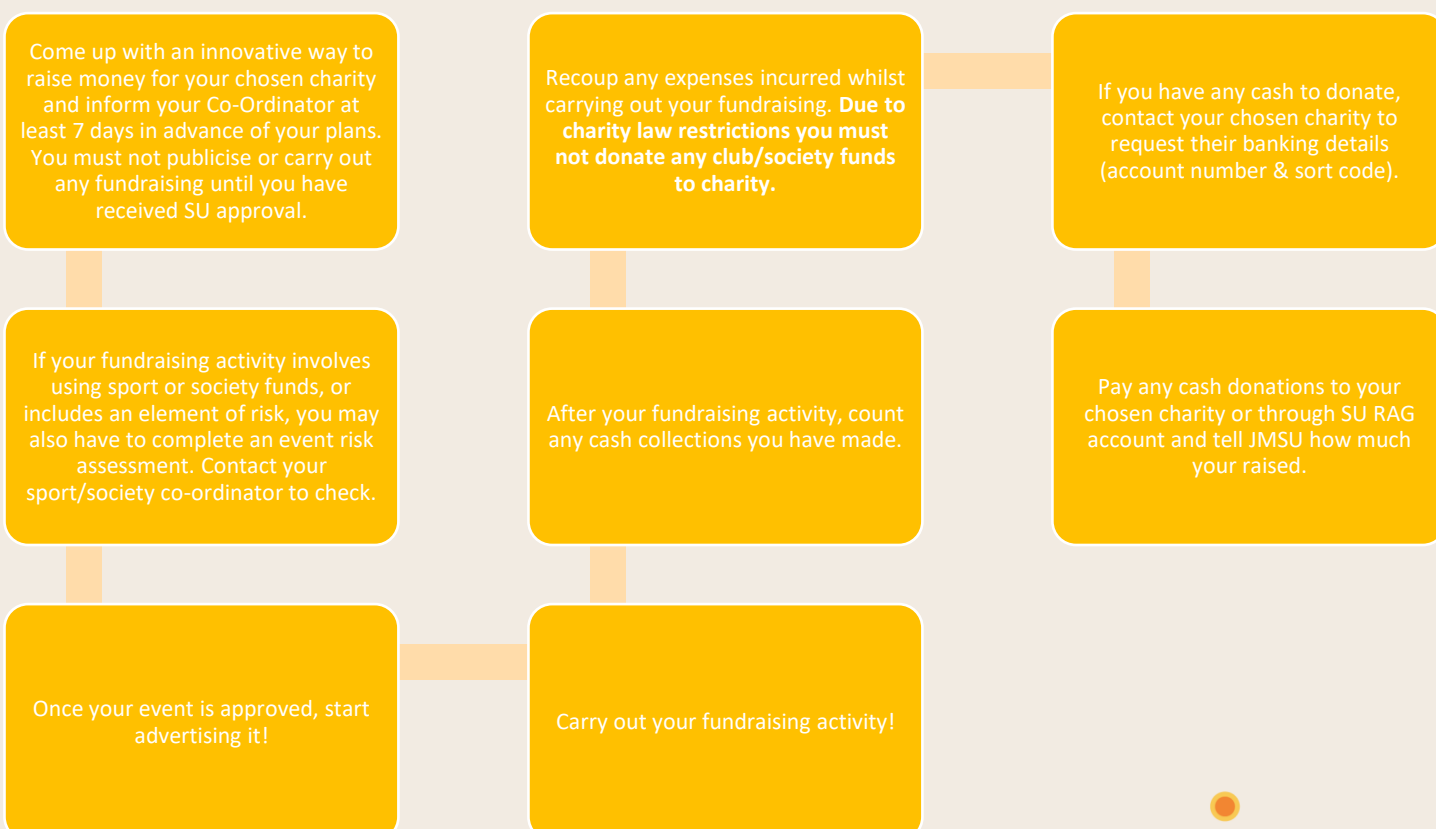
Contact The Charity

It's always nice to ask the charity you want to raise money for, to write you a letter explaining the plans for fundraising and the reason.

Just Giving Pages

JMSU doesn't allow student groups to set up Just Giving Pages and asks groups to speak to JMSU on alternative methods.

Fundraising Process



Be aware that charity fundraising is a regulated activity and charities need to comply with guidance issued by [the Fundraising Regulator](#). Any fundraising undertaken on behalf of the charity that does not comply with the regulations could bring the charity into disrepute and face sanctions with regards to their future fundraising activity from the Charities Commission and reputational damage to its public perception that could impact on the charities future financial position.

Charity Event Ticketing

If you are selling tickets to your charity event, you should follow the usual process in the Event Guide of the resources, stating the amount going to charity. After the event, you will need to raise a raising money for charity form for the donation to be paid out to your chosen charity

Remember charity giving should always be open and transparent and anyone attending an event that has as part of its purpose the aim of raising money for charity should be fully aware of the fact when you publicise the event. If a ticketed event is not organised primarily as a fundraiser, but you wish to add a charitable donation to the price of the ticket, an option to buy the ticket without donating must be available.



For example, if inflating the price of a £6 coach ticket to a party night to £8 with a donation of £2 to charity, there should be an option to buy a with-donation ticket price of £8 and a without-donation ticket price of £6.

Fundraising & Alcohol/Diminished Capacity

Fundraising activities should not take place where you can reasonably expect those engaged by them to be of diminished capacity e.g., drunk.

Collecting Fundraising Money

If you want to collect on private property, then you must gain permission from the owner of the premises. It's a good idea to keep a record of this through email / in writing. If you are collecting on a public highway/byway, then you must secure a collection permit from the local council [available via the Street Collections page of the City Council website]. You must have the permit and a form of ID on you during the collection in case of checks by police or council officials. This also applies for busking or similar activities which involve collecting money in a public place.

Collection buckets must...

Remain sealed at all times during the collection.

Not be shaken whilst collecting

Clearly display the benefitting charity and charity number at all times.



Raffles or Tombola

Student groups can run private raffles for their own members or as one-offs at a single event without needing a licence. To run another type of raffle, for example selling tickets over a period, you will need a Small Lotteries Licence as stated by the Gambling Commission. JMSU can provide you with guidance for different types of raffles.



Resources

Here at JMSU we want to support you in organising innovative fundraising events. Whilst bake sales might sound simple, they're actually pretty labour intensive and don't generally have a high return on donations for your efforts.

Did you know, the average bake sale only raises £35 for charity? Fear not, we've found some great resources with new ideas for you to try!

[NaSFA's 'Beyond Bake Sales' Fundraising Guide](#)

[NaSFA's 'Bucket Collections for Beginners' Guide](#)

[CAFOD's A-Z of fundraising ideas](#)

[Motivation's 'Little Book of Big Ideas'](#)

[NUS' Student Fundraising Guide](#)

Contact Us

If you'd like some additional support in planning your fundraising event, contact the JMSU Opportunities & Development Team via [email](#).

