

Farnham Youth Choir Fundraising Policy (Including Fundraising Guidance as an Appendix)

Purpose of this policy: to set out the principles by which FYC goes about its fundraising activities

Based on 'Guidance on Charity Fundraising' document from The Charity Commission (<https://www.gov.uk/government/publications/charities-and-fundraising-cc20/charities-and-fundraising>)

Code of Fundraising Practice (<https://www.fundraisingregulator.org.uk/code>)

The Charity Commission (the regulator for charities in England and Wales) has published a document called Guidance on Charity Fundraising which sets out the legal and regulatory requirements that all trustees must comply with. In addition, the Fundraising Regulator has issued a Code of Fundraising Practice. Both these documents are available online and provide the main source of guidance on these issues.

It is important that funds are raised for Farnham Youth Choir ('FYC') in a way that is transparent, ethical and responsible. This policy has been put in place to ensure that FYC does all it reasonably can to follow best practice in this field. The Guidance on Charity Fundraising and the Code of Fundraising Practice together provide greater detail than this policy can replicate, but the intention here is to state our principles in general terms. The policy will be reviewed every three years, or more frequently if changes in legislation, guidance from official bodies or industry best practice make this advisable.

The role of Trustees

Final responsibility for actions under this policy rests with FYC's trustees, who should act at all times in the best interests of the charity. They must not be influenced by personal beliefs that might be in contention with generally-held moral perspectives, and they must not derive any personal benefit from funding to the charity. Trustees must declare a conflict of interest where it exists. They must ensure that:

- Correct procedures are in place and are followed for fundraising activities
- Expenditure is properly validated
- All funds raised are properly accounted for and audited
- Funds are used in accordance with any objectives that were agreed in advance with donors

We will monitor our fundraising activities to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take action to correct them.

Purpose of and plans for FYC's fundraising

In this document, 'fundraising' encompasses the efforts of individuals and organisations in obtaining financial support for FYC, as well as any commercial and retail activities that FYC may carry out from time to time in order to generate income.

FYC receives no public funding and relies entirely on membership subscriptions, sponsorship, donations and patrons in order to provide children and young people with the experience of singing in a highly-regarded choir. The charity's goal is that subscriptions should cover costs on an annual basis and that there should be bursary funds available to cover part or all of the membership subscriptions of singers who would otherwise be unable to participate. Beyond FYC's regular activities of rehearsing and giving concerts, additional projects will almost always require extra funding and for this the charity relies upon the generosity of patrons, sponsors, grant-funding bodies and the general public. A key example of the need for extra fundraising is the cost of taking Senior Choir members on tour, generally once a year, whether in the UK or overseas: FYC strongly believes that no singer should be excluded from such activity on financial grounds and will work hard to fundraise to cover those costs.

Generally, FYC will take the Senior Choir on an international tour every two-three years and alternate with one or two more local events and/or tours. Generally, costs for these will be met by the parents and carers of the singers who participate. The trustees will encourage singers and their families to fundraise to lower the cost for these trips for everyone. FYC recognises that some families will need additional support and will therefore attempt to build up and maintain a separate 'tour support' fund.

The possibility of using professional fundraising expertise is under on-going consideration, the expense of which would be met from funds that have been pledged to FYC by a private donor partly with this in mind. The trustees recognise that if suitable care is exercised as envisaged in this Policy, expenditure on fees for professionals can be a valuable and appropriate way to increase FYC's income in a sustained manner.

Volunteer fundraising

Volunteer fundraising can be categorised in two ways:

- A volunteer may be asked to fundraise 'on behalf of' FYC. This kind of relationship provides volunteers with significant support from the charity. From FYC's perspective, it offers the charity significant control over a volunteer's fundraising activities but also makes the charity responsible for acts carried out by the volunteer as its agent.
- By contrast, a volunteer may raise funds 'in aid of' FYC, in which case **they** act independently of the charity. An organisation in this kind of relationship will often not know about the volunteer's acts. This will give volunteer fundraisers control over,

and complete responsibility for, the fundraising activity. Although FYC therefore has less control in these circumstances, if fundraising methods are used of which the charity disapproves, action can be taken to prevent the fundraising.

In its Volunteer Policy, FYC envisages that the majority of fundraising events and activities will be carried out 'in aid of' the charity, partly reflecting the fact that it does not have the staff numbers to organise, oversee and run charitable events 'on behalf of' FYC other than very rarely. The **Volunteer Policy** sets out to clarify for volunteer fundraisers the need to take responsibility for such matters as insurance, risk assessments etc for the events or activities they organise.

Requirements

FYC will only accept funds that meet the following requirements:

- **Benefit:** there are strong grounds for believing the donation or other support will result in benefit to FYC. The benefit sought should represent good value for the level of support given and the resource required to secure it.
- **Integrity:** the company, organisation, partnership or activity that provides the funding will not bring FYC into disrepute.
- **Strategic fit:** partnerships, activities and the objectives of companies or organisations we work with, must not contradict FYC's mission, aims and objectives.
- **Independence:** donations, partnerships or activities must not compromise our independent status.
- **Influence:** there is no attempt on the part of the partner, donor, company or organisation to influence FYC's policy or actions either explicitly or implicitly.
- **Legality:** partnerships, activities and the wider business activities of partner companies or organisations must be, as far as we can ascertain, wholly legal under applicable law.

Where significant sums are donated, FYC will make reasonable and appropriate attempts to identify any individual or organisation making the donation. We will not accept anonymous corporate donations. We may accept anonymous individual, or trust donations only after reasonable enquiries to establish that FYC is not potentially compromised.

FYC is accountable to its supporters and will put their donations to work as quickly as possible, wisely and responsibly. We will thank supporters for their contributions in a timely and appropriate manner: upon receipt of a donation and/or any related documents, FYC's [treasurer] will record the donation and send an acknowledgement and receipt to donor.

The following will also be recorded:

- The donor's name and address. If the gift is from a corporation, organisation, charitable trust, etc a contact name and job title should be recorded.
- The date on which the gift was received
- Any special instructions from the donor concerning the use to which their gift is to be put.

- If the gift is being made by a UK resident tax payer, all the details needed in order to claim Gift Aid where applicable.

Gifts for specific projects

The proceeds of ticket sales and choir members' subscriptions are treated as general, unrestricted funds to be used how and when the charity most needs to use its income, in accordance with its charitable purposes. Sometimes, in contrast, we will ask supporters to fund specific projects or areas of work: an example might be fundraising for a choir tour. We will use any donations raised in this way for the designated purpose for which they were provided. Should there be a change in way a gift will be used, the supporter's agreement will be sought for transferring the gift to other specific projects or our general activities. If the supporter does not want the donation to be used in any other way, we will refund the donation.

Reputation

No fundraising activity, whether undertaken by staff, volunteers or by an outside body or charity, should be of a kind that might attract adverse publicity. Fundraising activities that meet with public disapproval can damage FYC's reputation, which the trustees are obliged to protect at all times.

Any volunteer wishing to fundraise for FYC must first register their proposed activity with the charity by completing a Fundraising Registration Form, which is included with the charity's **Volunteer Policy** and is also downloadable from FYC's website. This arrangement has been put in place so that FYC's trustees can intervene in any fundraising proposal that appears likely to damage the charity's reputation.

Some companies, organisations or donors will require special consideration before funding can be accepted from them. Potential donors that may be considered contentious should be discussed by the Trustees before any approach is made to them or any donation accepted. FYC must decline funding from any source that the Trustees consider inappropriate. Examples include potential donors that:

- may have unethical practices in terms of, for instance, animal welfare or human rights;
- promote or are involved in the use or supply of tobacco, pornography, weaponry or similar activities;
- may have a conflict of interest with FYC's activities or objectives.

Donations and sponsorship may be accepted from organisations that produce and promote alcohol, provided that the sponsorship adheres to the Portman Code of Practice on Alcohol Sponsorship available at http://www.portmangroup.co.uk/docs/default-source/sponsorshipbooklet/7641_por01_sponsorship_booklet_final.pdf. The Code requires that alcohol companies demonstrate

responsibility in promoting their products and ensure that their products are promoted only to people over the age of 18 (therefore their brand cannot appear on anything specifically targeted at the under-18 age group). They must also comply with relevant licensing legislation where sampling or sale takes place. A free advisory service is available (advice@portmangroup.org.uk) if a sponsorship needs to be discussed before acceptance.

The use of the FYC brand (logo, charity name and charity number) will be agreed [by FYC's Operations Manager]. Any documentation produced relating to fundraising must display the charity registration number.

The trustees will coordinate their efforts in soliciting funds from charitable trusts and companies. This co-ordination will ensure that an excessive solicitation of any single source of funds is avoided. Trustees will use a database on the Google Drive to manage this process.

Complaints and concerns

Anyone who has concerns or wishes to make a complaint about FYC's fundraising should in the first instance contact the Treasurer by email or letter. The Treasurer will report regularly to the Trustees regarding all fundraising issues and will communicate any complaints to the Trustees in the process.

Transparency

A copy of this policy will be displayed on our website and given to any third parties who undertake any fundraising on our behalf.

Data Protection

FYC will administer all fundraising in line with its Data Protection Policy. All donors have a right to request access to their data and may obtain this by contacting [the Operations Manager].

Use of agencies and third parties

On occasion, we may work with third parties, sponsorship agencies, consultants and partners on our fundraising. Where such parties are engaged, they must also adhere to this policy.

The use of such services must be communicated to prospective donors where funds donated by that organisation or individual might be used to pay an agency's or third party's fees. The value of using an agency or third party must also be assessed to ensure that as far as can be reasonably ascertained, this will provide appropriate return on investment.

See below for Appendix

Farnham Youth Choir 'FYC' Volunteer Fundraising Guidance

Choir members, their friends, family and supporters can make a huge difference to FYC's success by raising funds through individual and group fundraising initiatives. It's a matter for celebration when anyone uses their time and resourcefulness to help achieve FYC's goals, benefiting all the young singers in the group of choirs. We hope that this policy will help anyone who is thinking of running an event, no matter how big or small.

One thing FYC doesn't have is an office of paid staff to run things for us. This means it will be rare for the charity itself to initiate a centrally-planned fundraising activity or event of the kind that took place in November 2018 (the Auction and Banquet). According to government guidelines, fundraising of this kind is classed as fundraising 'on behalf of' the charity. Instead, the more usual position is for fundraising activities or events to be initiated and run by FYC's volunteer supporters. The law regards this as fundraising 'in aid of' the charity, for which the charity can take no responsibility or liability. These two types of fundraising, 'on behalf of' and 'in aid of' FYC, carry different legal obligations, health and safety requirements, and insurance implications, so the distinction is an important one. We ask everyone to use the correct label, by describing your activity or event as 'in aid of' FYC unless expressly advised otherwise by the charity's trustees or Operations Manager.

The Fundraising Regulator has issued a Code of Fundraising Practice, and if you are in any doubt about an issue relating to fundraising, this is a good place to start. The Code is available online at <https://www.fundraisingregulator.org.uk/code>.

Registration of fundraising activity

It's important that no fundraising activity attracts adverse publicity for FYC. Its trustees have an obligation to protect the charity by making sure no activities or events risk damaging FYC's reputation, so anyone wishing to fundraise for FYC will be asked to register their proposed activity with the charity by completing the Fundraising Registration Form, which can be downloaded from the FYC website (www.fyc.org.uk). The completed form should be emailed to [Liz Chapman at info@fyc.org.uk].

The charity's brand

Volunteers may be provided with appropriate branded materials to enable them to carry out fundraising. The use of the charity brand (logo and charity name) will be agreed on a case by case basis, on receipt of a fundraising registration form. Any unused or reusable items should be returned to FYC when the activity or event has concluded.

Promotion

In any publicity you create, whether in the form of posters/flyers etc or online, please make it clear that you are raising funds 'in aid of FYC' (which indicates that you aren't a

representative of the charity). It's important, too, that FYC's registration number appears on all the publicity material you use.

Speak to FYC's Operations Manager about sending a press release to tell local newspapers about your event. Add details of your event or activity to your Facebook and Twitter accounts and ask others to share. Tell FYC about it in plenty of time, too, and we may be able to cover and publicise your event on social media. Ensure you observe the terms and conditions of all social media channels. FYC would very much like to receive photographs of your event. Please email them to the Operations Manager and the charity will use them to promote FYC.

Things to think about to help you plan a safe, legal and successful fundraising event:

The gov.uk website has a helpful resource that gathers together common-sense legal advice about organising an event or activity in aid of a charity. It directs you to other online resources that you might need, and is a good place to start:

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

Money

In law you will be a trustee of any funds raised, so you need to make sure that all donations and sponsorship money from your event is paid to FYC promptly. If any amount or percentage of the funds you raise will not be paid to the charity, you must tell potential donors this.

Gift Aid is a method used by charities to reclaim tax from the donations made to them, and it means in practice that for every £10 donated to FYC, the charity could receive £12.50. To make sure that FYC can reclaim this from any funds that are donated:

you need to be able to give FYC each donor's name and address; and

your donors need to confirm that they are UK tax payers, usually on a sponsorship form by ticking a box to that effect. There is a PDF template for a sponsorship and gift aid declaration form here:

<https://www.gov.uk/government/publications/charities-sponsorship-and-gift-aid-declaration-form>

Collections

If you are running an event that involves collecting money from the public, please note that the legal minimum age for collecting money is 16.

To collect money in the street you need a licence from the local authority. However, your safety is the most important thing and for this reason, most charities recommend that their supporters don't raise money by collecting on the street.

Door-to-door collections require a licence. Speak to your local authority to apply for one: see for instance <https://www.hart.gov.uk/licensing-and-regulations> or <https://www.waverley.gov.uk/licensing/>.

To collect money on private property such as a shopping centre or supermarket, you don't need a local authority licence but you do need permission from the store or the private land owner.

In order to assure supporters that their donations are used for the purpose for which they were given, when carrying out a cash collection it's essential to:

- Use official FYC collection tins/buckets
- Make sure each tin or bucket is sealed once it is full
- Number all tins and buckets consecutively
- Keep a log of where each tin or bucket is located
- Ensure collectors have an ID badge, which can be provided on request from the Operations Manager.

Raffles and lotteries

Raffles and lotteries are very useful ways to raise money, but please note that they count as gambling activities and are regulated by the Gambling Commission. A raffle held to raise money for a charity at an event (e.g. a dinner or exhibition) does not need a licence, as long as the raffle tickets are sold at the venue while the event is underway. The rules on other kinds of raffles and lotteries are quite complicated so for these, please consult the Gambling Commission's website at

<https://www.gamblingcommission.gov.uk> to check the requirements. In all cases, be aware that raffle tickets may not be sold by anyone under the age of 16.

Insurance

Depending on the nature of your event and given that you will be raising funds 'in aid of' (rather than 'on behalf of' FYC) you may need insurance to cover your liabilities. If you are hiring a venue, it's likely that the venue will already have insurance that covers your event, but it will be your responsibility to ask this question and satisfy yourself that cover is in place. If you are holding an event at home, there is no obligation to provide insurance cover for the event but for peace of mind, check your home insurance policy because this will probably include cover in the form of public liability insurance. When holding events in public areas please make sure you are covered by the local authority public liability

insurance. If your event is going to take place in a location within Hart District Council, you can speak to a safety advisor (<https://www.hart.gov.uk/safety-advisory-group>).

Providing entertainment and selling alcohol

Contact your council (for instance see <https://www.hart.gov.uk/licensing-permits>) if you want to carry out a 'licensable activity' on unlicensed premises in England or Wales, as you may need to apply for a Temporary Event Notice. Licensable activity includes:

- selling alcohol
- serving alcohol to members of a private club
- providing entertainment, such as music, dancing or indoor sporting events
- serving hot food or drink between 11pm and 5am

If your event involves music (including recorded music) and/or dancing but is deemed by the local authority to be for charity, they should provide the licence you need free of charge.

You will need permission for alcohol to be sold at any event under the Licensing (Occasional Provisions) Act. However, you can provide alcoholic drinks free of charge at your event without needing a licence: in this case, you could provide a collecting tin at the bar so that supporters can make a donation towards the cost of the alcohol you have provided.

Busking

Busking is not illegal but is likely to require a licence. Policies on this vary from council to council: Hart District Council, for instance, may require you to apply for a licence in order to busk in a public area, but there will be no charge for the licence. Check this with the relevant local council, who will also be able to tell you about any bylaws or rules to observe, such as:

- not making too much noise
- not blocking public highways (footpaths, pavements, open pedestrian areas) • not displaying notices asking for payment
- not carrying out street trading (you need a street trading licence for this)
- only busking in certain parts of the town or for a limited period of time
- please note that children under 14 aren't allowed to busk.

Health and Safety Risk Assessments

The Fundraising Regulator's Code of Practice states that before holding an event, a volunteer must carry out a health and safety risk assessment where it is reasonable to do so. A template for carrying out an assessment of this kind is available to download on FYC's website. You can see an example of a risk assessment form completed for an imaginary sponsored walk in aid of charity here:

<https://www.blackpool.gov.uk/Business/Working-with-the-council/Documents/Risk-AssessmentSponsored-Walk-Example.pdf>

Food hygiene

The Food Standards Agency provides guidelines for preparing, handling and cooking food

(<https://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events>). If you are using a caterer, you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.

Children at your event

Make sure children are properly looked after and have permission to take part from a parent or guardian. Adults looking after children must be subject to the appropriate checks in advance. See the Government's Disclosure and Barring Service (DBS) information for more guidance (<https://www.gov.uk/government/organisations/disclosure-and-barring-service>).

First Aid

You can get advice from a professional medical company like St John's Ambulance or the Red Cross about what type of First Aid to have at your event. Things to think about include:

- the number of people
- type of event and risk involved
- type of people, including their ages
- location and type of venue
- how long the event lasts
- the likely weather conditions
- how near your venue is to local medical facilities
- what experience you have of similar events
- what welfare and first aid facilities are at the venue.

Personal Information

If you are collecting personal information from donors, remember that there are requirements under the General Data Protection Regulation relating to how you deal with that information. Personal data must only be kept as long as necessary to fulfil the purpose for which it was processed, e.g. to enable FYC to claim Gift Aid on sponsorship monies.

Fundraising Registration Form

Please complete and return this form to info@fyc.org.uk.

Fundraiser details

Name:

Address:

Telephone number:

Email address:

Details of the event

Name of the event/activity:

Date and time of the event/activity:

Venue location:

Additional details

How will you get the funds raised to FYC? (Please note that FYC can no longer process cheques.)

Online fundraising page – web address:

Bank transfer

The bank details you will need are: Lloyds TSB, sort code 30-93-20, account number 00054740, account name Farnham Youth Choir

I am undertaking an event/activity to raise funds in aid of FYC, all proceeds of which will be passed to FYC as soon as possible. I understand that FYC is not responsible for this event/activity and, if I am taking part in a third party event/activity, I understand that FYC does not accept any responsibility for my participation. I undertake this event/activity at my own risk; FYC is not responsible for any injury, loss or damage that may result and will not be liable for any claim arising from this event/activity.

Signature:

Date: