

Fact-Sheet: Local Fundraising

Holding an Event

An event can be anything from a street party or a school fete to a demonstration or a public meeting. However an event of any kind usually involves some sort of public gathering, and can often involve the hiring of premises, or the sale of food/drink. As a result there are quite a few legal considerations to think about.

An event of any kind therefore can take a great deal of planning and preparation. Listed below are some of the considerations you need to keep in mind when planning any kind of event.

1: What does your Constitution say?

The first thing you need to do when planning any kind of event is to take a look at your organisation's Governing Document (usually called the constitution). You must check that what you have planned fits in with your stated Objects and the powers that you have to carry out those Objects. If the constitution makes any restrictions on the kind of event that you can hold then you must abide by these restrictions.

2: Practical Considerations

- Have we got a plan/budget for the event?
- Are there any initial costs? How will we cover these?
- Is there a target figure of how much money is needed?
- Who is the event for? How will we publicise it to this group?
- What will the benefit to our organisation be and is it worth it when compared to the time, effort, cost etc?
- How big will the event be? Does it need to attract a certain number of people to break even?
- When will the event be? Are there any (similar) events that we need to ensure we don't clash with
- Do we have enough people/staff/volunteers to organise/run the event?
- Call a meeting to explain to all members of the group what you are doing and why it needs to be done; try to involve people
- Where will the event be? Is it accessible physically and geographically to the group we want to aim at? Is the venue available? What will the venue cost?
- Are there any relevant laws/do we need any special licences/permissions?

3: Laws

March/Procession

If you are organising this type of event then you must inform the local Police of the proposed date, route, starting time and at least one organiser of the event at least 6 days before the event is due to occur.

Festival/Party

These events must abide by the same rules as for public meetings above. Also if food is to be prepared or sold then food hygiene laws must be checked and complied with. If alcohol is to be served or sold then local licensing laws must be applied. Finally copyright law, relating to the performance of music, which is covered below, may also apply.

4: Licences

There are many different kinds of licences but a few of the more common that may well apply to a public event are listed below with the circumstances in which you would need to apply.

Public Entertainments Licence

A PEL is needed if any kind of dancing, music, film, theatre or sporting event is to be held. A licence can be obtained from the Local Authority – Derbyshire Dales District Council
Tel 01629 761100.

Licensing of Alcohol

Under current licensing law it is fairly easy to get an occasional licence to run a bar at an event. You will need a Temporary Event Notice and you can download an application pack from the District Council's website – www.derbyshiredales.gov.uk. Click on business and street trading then licences act 2003 and then download pack.

Film/Theatre

If your event is going to include the performance of theatre or film/video (for which there will be a charge) then you will need to obtain a separate licence for each, in advance, from the local authority.

Music

You need to obtain a licence from the Performing Rights Society. Tel **020 7580 5544**
www.prs.co.uk

Raffles

If you are raffling on the day only you do not need a licence and can just use cloakroom tickets.

If you are selling tickets before the day you need a licence which is £35 for the year to December 2007 and is renewable on 1st January 2008 for £17.50. Ask for an application form from the District Council. Tel 01629 761100. If you are selling tickets beforehand you must have the name and address of the promoter printed on each ticket.

If people are buying books of tickets rather than single tickets don't forget to write the name and contact details on each ticket stub! And each ticket stub needs to go in singly

other wise that person has bought a five chances of winning but only really been given one!

If you hold a tombola and people have given prizes for that particular event, all the prizes should be awarded at the time and not kept back for a different event at another time.

5. Good Practice

1. How are you going to keep a record of your supporters, how long are you going to keep that record for, are you going to write to them again and have you told them that? Do you have access to a shredder to destroy people's details once you've finished with them.
2. Can you make a risk assessment of the venue and the fundraising activity? Have a 'what to do if it rains' plan.
3. Make sure people know which charity you are from and what you are raising money for; if your service is not immediately attractive to the public or to funders make sure that you are able to explain the benefits, such as if it saves money and how many people benefit
4. Cover your home-made cakes! Advise if your product contains nuts.
5. Ask permission from people, particularly their property, when looking to put posters on fences, etc
6. Make sure your fundraisers have access to a drink and know where the toilets are and that you have timetabled sufficient breaks
7. Involve all ages if possible

6. Good Ideas

1. Sponsor a roof tile, kitchen tile or brick
2. Village Walk
3. Open Garden(s)
4. Garage Sale
- 4a. Garage Sale combined with open garden and teas
5. Coffee morning
6. Quiz – local photos, cryptic, general knowledge, etc
7. Collect recipes and sell a pamphlet
8. Auction of promises
9. Spot the items in shop window not normally sold by that shop
10. Handicraft Show
11. Mile of pennies
12. Sponsored walk, swim, litter-pick, etc
13. Knitting the longest scarf
14. Fete ideas – welly wanging, where will the cow poo? Ball in the bucket, etc
15. Balloon release
16. Australian Bingo
17. Chinese Auction

18. Find the gnome (in gardens)
19. Village Lottery, sell annual ticket for £12 to 100 residents. Income £1,200. Have a prize each month of £10, £15 and £25. Expenditure £600. 'Profit'=£600.
20. Clock Competition, sell the minutes. Needs a wind up clock and this is put in a bank or building society with a bit of ceremony, by some local dignitary, to get some publicity. You sell the minutes at £1 each = 12 hours = 720 minutes or, if achievable, 24 hours. The prize must be good (e.g. £100) and many responsible ticket sellers are needed. The clock is retrieved at specific future date with further ceremony and the person who has bought the time nearest to when the clock stopped is the winner. Please do ask for help from Pat Hall at DDCVS if you consider doing this one.

8. People and Groups to approach

1. Who do you know? Someone who might be able to supply items for a stall or supply stationery or a prize for the competition
2. Where do or did people associated with you group work? E.g. Barclays bank will match-fund employees and ex employees fundraising efforts up to the amount of £750
3. Groups in the community to approach – Freemasons, Rotary, Lions, Inner wheel, local councils...
4. DDCVS Health Development Fund for amounts up to £300, call Marion Beloe on 01335 348395
5. Use Funder finder – a computer database - at DDCVS call Sarah Paisley on 01629 812154
6. Have a look at www.derbyshire4funding.info

For more information or advice please contact us at DDCVS. Tel 01629 812165 or email enquiries@ddcvs.org.uk