FUNDRAISING TOOLKIT

Your guide to fundraising for Sentebale
THANK YOU!

Thank you for choosing to raise money for Sentebale, we hope you’re looking forward to the challenge or fundraising event ahead! We’ve put together a few hints and tips to help you raise money for Sentebale:

**DO**

- Remember you are representing Sentebale in everything you do! We want people to donate because of your interest and enthusiasm for a great cause! So look at our website: www.sentebale.org to learn more about our programmes and get inspired.
- Tell everyone about what you’re doing: you can share regular updates via Facebook, Instagram and Twitter.
- Try and thank everyone who supports you.
- Do something you enjoy – fundraising should be rewarding and fun!
- Set up an online giving web page with BT My Donate. This makes it easy for you to collect donations and keep everyone updated on your progress.
- Sign the fundraising agreement before you start fundraising – you can find it in this toolkit.

**DON’T**

- Be afraid to ask people for donations. Think big and be enthusiastic – you’ll be surprised how much people will give!
- Don’t just shake a tin at people or hand them a form: be proactive and imaginative, and people are much more likely to give.

**Find Us Online!**

- @Sentebale
- @Sentebale
- /SentebaleOfficial
LEGAL INFORMATION

For a great fundraising event you need to make sure everyone is safe and you aren’t breaking any rules. You can do this by following these guidelines:

- You should check with your local council to see if there are any permissions, licensing, trading standards and health and safety issues that you might need to think about. An event involving the sale of alcohol, singing or dancing will require a Local Authority Public Entertainment or Liquor Licence, unless it is going to take place in a public building that already has these licences.

- If the venue’s bar is to be used during the event, the licensee must be in charge. You need to contact the Licensing Justice at your local Magistrates Court at least one month before the event.

- If you are going to sell food and drink, you can contact your local environmental health department for guidelines.

- If you want to collect money through public bucket collections or house-to-house, you’ll need to get a licence from your local authority. Without a licence, it is illegal to collect money like this. Anyone collecting money in public must be over 16.

- If you are planning an event in a public place, you will need to contact your local police, and make sure your venue is properly insured. If you are involving the public in any way, you need to have Public Liability Insurance. Public Liability Insurance is considered essential nowadays for major events and advisable for smaller ones, due to the rising number of compensation claims. Check with the managers of the venue to see if this is already covered. Any sub-contractors or facilities also need to have the right experience and insurance.

- Fundraisers in the UK must comply with the Health and Safety at Work Act (1974 and subordinate legislation) – you can find more information at: www.hse.gov.uk/pubns/law.pdf

- This applies to volunteers as well as employees.

- Children must be supervised by an adult when they ask for or collect money. Children must always get permission from a parent or guardian before attending or participating in fundraising activities.

- First aid and fire safety are important. You can get advice or assistance on first aid from your local branch of St John’s Ambulance, and for more information on fire safety, please contact your local fire station.

- If you are planning a sponsored event, always use Sentebale’s official sponsorship form and only get sponsorship from people you know and trust.

- If you are collecting on private property, like a sports centre or shop, you will need to get permission from the manager/owner.

- If you want to sell raffle tickets to the general public you need to contact the licensing department at your local authority. If you are selling them all at one time in a private location, such as during your event, you will just need the permission of the building owner.

- For more information please visit: www.institute-of-fundraising.org.uk

- Please note that Sentebale cannot be held responsible for the organisation or supervision of any fundraising activities; all activities and participation are at the organisers’ and participants’ own risk.

- Sentebale does not accept responsibility or liability for any loss or damage to property or personal effects arising from any fundraising activities in aid of Sentebale.
FUNDRAISING IDEAS

Bake Cakes for Sentebale
Everyone loves an excuse to eat cake, so give them a great reason with a fundraising bake sale in aid of Sentebale. Ask everyone to bring something in and set up a stall in your place of work or at school to sell the delicious cakes on offer – don’t forget to email everyone to make sure they know all about it!

Work for a Company?
You can double your donation to Sentebale by asking your employer to match fund your fundraising efforts! They could even share your activity in the company newsletter to raise further awareness.

Get Sponsored
Set yourself a challenge like stopping smoking or using public transport - and ask your friends, families and colleagues to sponsor you for it! Don’t forget to use a Sentebale Sponsorship Form to keep a record of those all-important donations!

Host an Event
Wine tasting, film nights, themed dinners… there are lots of options when thinking about hosting an event for Sentebale. Working with a small team shares the work load and helps you raise even more!

Raffle
Use the template letter in this pack to contact local shops, stores and businesses in your area and ask them to donate prizes for a raffle. You can sell tickets on social media, at work and to your friends and family.

Quiz Night
Why not contact your local pub or community hall and ask if you can host a charity quiz night there? Charge for entry and let everyone know the proceeds will go straight to Sentebale

Bingo
A bingo night is a simple and easy way to bring people together whilst fundraising. You can ask people that want to take part to pay an entrance fee, and ask local companies to donate prizes for the lucky winners!

What’s your idea?
Do you have your own idea for fundraising? Send it to fundraising@sentebale.org
PAYING IN YOUR DONATION

Everything you raise counts and the sooner you get it to us, the sooner we can put it to use!

There are several easy ways for you to pay in donations:

- Make a secure donation using your credit or debit card on our donations page: http://sentebale.org/take-action-now/
- Set up an account with BT My Donate: https://mydonate.bt.com/charities/sentebale (You can choose Sentebale as your charity and all the money you raise will be sent directly to us).
- Send a cheque made payable to ‘Sentebale’ to:

  Fundraising Team
  Sentebale
  4th Floor
  136 Sloane Street
  London
  SW1X 9AY

(Please do not send cash)

FUNDRAISING MADE SIMPLE!

We’ve signed up with BT MyDonate to make it easier for you to collect sponsorship money. This means you can focus on training for your challenge!

You can set up a personalised fundraising page and keep track of your donations. Friends and family can donate directly to your online page, and you can pay in any cash/cheque donations you receive using a debit/credit card. Any money you raise through BT MyDonate will be paid directly to Sentebale!

To set up your online fundraising page, please visit https://mydonate.bt.com/charities/sentebale
ARE YOU A UK TAX PAYER? GIFT AID IT!

If you are a UK taxpayer, Sentebale can reclaim 25p on every pound you give us with no extra cost to you. So if you give Sentebale £10, it is actually worth £12.50 to us.

To qualify, you need to pay enough tax to cover your Gift Aid – for example, if you want Sentebale to reclaim £25 on a donation of £100, you must pay at least £25 in income or capital gains tax during that tax year.

If you would like Sentebale to be able to claim Gift Aid on any money you raise, you can use the Gift Aid form on the next page. If your donor is donating directly to you, not through an online giving page, please ask them to fill in this form, and send it to us:

Fundraising Team
Sentebale
4th Floor
136 Sloane Street
London
SW1X 9AY

FUNDRAISING WITH A CHALLENGE

You can take part in any event and choose to raise money for Sentebale, from 5kms to ultra-marathons! Click here to find out about the challenges you could take part in.

A sponsored challenge could raise £1,000 – which Sentebale could use to pay for a child to complete their secondary education.
GIFT AID DECLARATION

Boost your donation by 25p of Gift Aid for every £1 you donate!

Gift Aid is reclaimed by Sentebale from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation you must tick the box below:

☐ I want to Gift Aid my donation of £______________ to Sentebale (registered charity number 1113544)

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

My Details

Title ____________________
First name or initial(s) ________________________________
Surname ___________________________________________
Full Home Address
____________________________________________________________
____________________________________________________________________
____________________________________________________________________
Postcode _________________________
Date ___________________________________

Please notify Sentebale if you:

• want to cancel this declaration • change your name or home address • no longer pay sufficient tax on your income and/or capital gains If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.
BEFORE YOU START FUNDRAISING
PLEASE READ, SIGN AND RETURN THIS FUNDRAISING AGREEMENT

FUNDRAISING AGREEMENT (PART ONE)

Thank you for registering to raise money for Sentebale. As you will be collecting money from the public in support of Sentebale, we are required by law to have a written agreement with you. It is important that you sign and return one copy to us before starting your fundraising and keep another copy for your own records.

I agree that I will:

1. Only use sponsorship forms issued by Sentebale and not use any other type of sponsorship form (unless otherwise agreed with Sentebale).

2. Only raise funds by carrying out house-to-house or street collections after having first received permission from my local authorities.

3. Only collect on private property (including the workplace, shops and pubs etc) after first obtaining the permission of the owner.

4. Not conduct any raffle or lottery without first contacting Sentebale and I will comply with any guidance or guidelines issued to me by Sentebale in connection with this kind of event.

5. Contact Sentebale’s Fundraising Department well in advance of organising any public event and I will comply with any guidance or guidelines issued to me by Sentebale in connection with this kind of event, especially in relation to acquiring adequate insurance.

6. Not reproduce the Sentebale logo without first obtaining the permission of Sentebale.

7. Ensure Sentebale sign off any materials I produce to help with my promotions whether printed or online, where Sentebale’s name, logo, website link, or any mention of Sentebale’s work, is used.

8. Ensure that any photos that I use are provided by Sentebale where Sentebale’s name, logo, website link, or any mention of Sentebale’s work, is used – these include photos on websites, tickets or any other materials.

9. Not approach companies for sponsorship or matched donations without getting in touch with Sentebale beforehand. This is because whilst in general Sentebale strongly encourages match giving and company donations, there are a small number of companies that the Charity does not accept support from. Sponsorship from colleagues on an individual basis will always be accepted.

10. Take responsibility for the safe keeping of the money raised in Sentebale’s name, until it is transferred to Sentebale.
FUNDRAISING AGREEMENT (PART TWO)

I understand and accept the following:

A. This is an agreement between myself and Sentebale (the Charity)

B. This agreement will run from today’s date (entered below) until ___/___/___ unless terminated by the Charity at any time in writing to me at the address I have given below.

C. I must only use lawful means to fundraise for the Charity and must not do anything that harms or is likely to harm the Charity’s reputation.

D. I understand that Sentebale may terminate my rights to raise funds at any time.

I declare myself a ‘fit and proper’ person to raise funds for Sentebale and do not intend to do anything to bring Sentebale into disrepute. I understand that Sentebale may terminate my rights to raise funds at any time:

Name of Participant:  

Address:  

Signature:  

(Signature of Parent/Guardian if fundraiser is under the age of 18)

DATE:  

Please sign and return to:
Fundraising Team, Sentebale, 4th Floor, 136 Sloane Street, London, SW1X 9AY
Or email a scanned copy to: fundraising@sentebale.org

PLEASE KEEP ANOTHER COPY OF THIS FORM FOR YOUR RECORDS.
USEFUL RESOURCES

When you're raising money for Sentebale, using our logo makes sure everyone knows where their donations are going. Please contact fundraising@sentebale.org if you require a high-resolution version of the Sentebale logo. Please note that you should add “Sentebale is a registered charity no. 1113544” when using the logo, to comply with charity law.

You can also request Sentebale posters and leaflets, and we can provide photos and videos of our work to help you engage people. Just email fundraising@sentebale.org

CONTACTING THE PRESS

Another great way to spread the word about your fundraising is to send a press release to your local paper and radio station. It can help you raise awareness and more sponsorship. Keep your press release fairly concise, about 200 words is plenty. Here are a few tips on what to write about.

1. What you’re doing

Start your press release with a few details about your event, when it's happening and that proceeds will support Sentebale. Include some details about the training or preparation you’re doing too.

2. Why you’re doing it

Give the reasons why raising money for Sentebale is important to you – explain your connection with the charity or why you think the work we do is important.

3. How much you’re hoping to raise

Make sure you include details about your fundraising target, how much sponsorship you’ve achieved so far, and how people can sponsor you.

4. Other stuff to include

It's a good idea to include a quote that the paper could use in their article, and send a photo of you training for your event.

5. Sending it out

Please send your press release to media@sentebale.org for Sentebale to approve. You can then send a copy by email or post to the editor of the paper, and send another copy to one of the news reporters. If you’re feeling confident, you could even ask about writing a regular column to update people about your fundraising.
Dear <name of business contact>,

On <event date>, I'll be <explain what you're doing> for Sentebale and I'm hoping to raise a total of £<target amount>.

Sentebale supports orphans and vulnerable children in sub-Saharan Africa, many of whom are victims of the HIV/AIDS epidemic, through programmes of education and care. I've chosen to support Sentebale because <insert your reason here>.

As well as the main event, I'll be raising money through various fundraising activities in the lead-up to the big day. One of these events is <explain event> at <venue> on <date> and I'm asking local businesses such as yours to donate prizes. If you'd like to show your support by doing this, please give me a call on <number>. Any donation will help, no matter how big or small.

Alternatively, if you'd prefer, you can make a donation through my fundraising page at <insert link to fundraising page>. Please make sure you put your company name on the donation message so all other donors can see you're supporting me.

Thanks in advance for your generosity, <any personal message you'd like to end with>.

Kind regards
<your name>
Thank you for your support!
WE’RE FUNDRAISING TO GIVE YOUNG PEOPLE HOPE FOR THE FUTURE!

How?
Where?
When?

Contact Details:

ABOUT SENTEBALE
Sentebale is a charity founded by Prince Harry and Prince Seeiso of Lesotho, that supports the mental health and wellbeing of children affected by HIV in sub-Saharan Africa through programmes of education and care.

www.sentebale.org

Sentebale is a UK registered charity, no. 1113544
Please show your support and give hope to children affected by HIV in sub-Saharan Africa.

THANK YOU!

Activity:

Description: