

Your fundraising toolkit

Keeping your WaterAid activities safe and legal



Welcome to team WaterAid!

This toolkit is here to help you keep your fundraising safe and above board. Whether you're taking on a sporting challenge, planning a cake sale at work or organising a fundraiser within a local community group, these guidelines will help to make sure things run smoothly!

Getting started

The team at WaterAid are always on hand to help if you need any advice, but the responsibility for keeping your fundraising safe and legal ultimately lies with you.

So, before you begin your fundraising, please do read these guidelines, and email us at events@wateraid.org if you're unsure of anything at all.

Insurance at your venue

Public liability insurance is needed for any event involving the public. Some public venues may already have a policy, so do check with them first.

If not you may need to take out your own cover. Unfortunately, WaterAid's insurance can't cover your fundraising, so please do bear this in mind.

Handling cash

If you're not raising funds online, you may find that you come into contact with cash. Whether raised at your event or given to you as sponsorship, please always keep money secure, and pay it in to us as soon as you can.

When transporting cash, always ensure you're with another person in a well-lit area.

If you don't feel comfortable handling cash donations, you can always ask people to **donate directly to us online** instead.



Raffles and lotteries



There are quite a lot of regulations around raffles and lotteries, so please read the rules set by the **Institute of Fundraising** to get you started.

You'll need to let your local authority know if you're planning to sell raffle tickets before the event, but not if you're just selling them on the day.

Licenses



You would need an alcohol license for any event providing or selling alcohol, and you may need a public entertainment licence for events such as sporting events, films or dances.

You can get these licenses from your **local authority** – but licenses take a while so try to give them lots of notice!

Health, safety and hygiene



Any event that is open to the public needs a risk assessment – whether it's considering food hygiene and allergies at a cake sale, or venue safety at a pub quiz.

Use our **template risk assessment** to get started, and please reach out to us if you're unsure of anything!

Spending money to make money



Minimise the costs of your event by asking for donations from local businesses.

If you're spending any of the money that you raise on the cost of the event, please make that clear to your donors.

Events involving dangerous activities



Planning a risky challenge without the support of a company?

Please **get in touch with our team** to let us know what you're planning.

If your event will put you in a dangerous situation that cannot be mitigated with a risk assessment, we may advise you to reconsider your plans.

Bucket collections



Email us if you're considering a bucket collection, so we can provide you with guidance and materials.

The best places to collect are supermarkets and shopping centres, as they are easy to arrange.

Street collections require a permit from your local council.

Photo permissions



If you plan to take photos at your event, we'd recommend putting up a sign informing attendees that they may be photographed.

Ask people to let you know if they don't want their photograph taken, and get written consent if you plan to publicly publish the photos.

Young people



If you have young people at your event, please ensure the venue is child-friendly and that the children have a parent or guardian with them at all times.

Remember that you will need parental consent if you wish to publish any images of the event that have any children in them.

Overseas challenges



If you're planning to take on an activity such as an overseas cycle or mountain trek, we recommend you go through an event organising company who'll be able to ensure your safety during the challenge.

Please do ask if you need any help finding a suitable tour operator.

People with disabilities



Please be sure that your arrangements take into account people living with disabilities.

Your risk assessment should include hazards specific to people with disabilities – such as access, comfort areas, safe viewing areas, carers and emergency procedures.

The environment



Please respect and look after the environment when planning your event.

Make sure you leave the land the same as when you found it, and consider your plans for collecting and disposing of litter.

Try to reduce waste and recycle as much as possible.

Data protection



If your fundraising involves collecting or storing personal data from anyone, including name, home address and email address, you must comply with the **Data Protection Act**.

Always keep data securely stored, whether physically locked away or on a password-protected computer.

Stay in touch!

Finally, if you have any queries or concerns about your event, please don't hesitate to get in touch – we're here to help! We can also give you fundraising tips and send you resources for the big event. You can reach us on events@wateraid.org or **0207 7793 4594**.