

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 cycling across South America, organising a cake sale at work or throwing a fundraiser at university, these guidelines will help ensure that everything goes to plan!

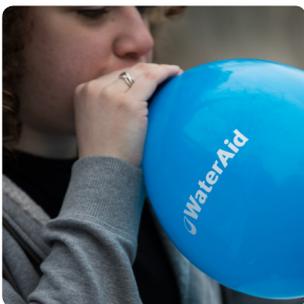


Getting started

Our lovely team here 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 extravaganza, please do read our guidelines below!

Handling cash

Unless you're fundraising online, you're likely to come into contact with cash. Whether raised at your event or given to you as sponsorship, please always keep money secure, and **pay it into us** as soon as you can. When transporting cash, always ensure you're with another person in a well-lit area.



Insurance at your venue

Public Liability Insurance is needed for any event involving the public. Public venues such as schools and churches may already have a policy, so do check with them! If not you may need to take out your own cover. Unfortunately, WaterAid's insurance cannot cover your fundraising.

Raffles and lotteries

There are quite a lot of regulations around raffles and lotteries, so have a read of **these rules** as 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!

Bucket collections

Pop us an email if you're considering doing 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.



Spending money to make money

Minimise the costs of your event by asking for donations from local businesses. You can use **our template letter** to request donations of food, alcohol or raffle prizes. If you are spending any of the money that you raise on the cost of the event, please make that clear to your donors.

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 you going, and please reach out to us if you're unsure of anything!



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. Companies we work with include **Discover Adventure** and **Action Challenge**.

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.





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.

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.



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 try to get written consent if you plan to publicly publish the photos.

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 litter and disposing of it. 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'd be happy to help! We can also give you fundraising tips and send you resources for the big event. You can reach us at events@wateraid.org or **0207 7793 4594**.



WaterAid, 47-49 Durham Street, London SE11 5JD
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