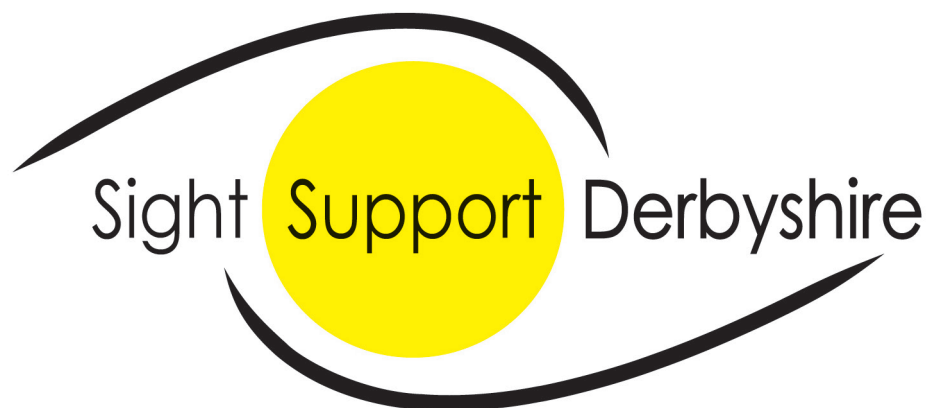


Fundraising Guide



Registered Charity No: 1080986

Welcome to your Sight Support Derbyshire Fundraising Guide

Thank you for your interest in raising vital funds to help our charity give hope and independence to blind and partially sighted people living in Derbyshire.

Inside this pack you'll find information about how to plan and publicise your event, plus legal and safety requirements you may need to know. Don't forget to download copies of our fundraising calendar, sponsor form, and useful event planner too. These are available as separate documents.

Sight Support Derbyshire provides wide-ranging services to people living all over the county. As less than half of our funding comes from local authorities and the NHS, much of what we do can only be achieved through fundraising. Anything you raise will help us provide services aimed at improving quality of life for local people who are experiencing sight loss.

Remember our fundraising team is always here if you need further advice on 01332 292262. Alternatively you can email us on fundraising@sightsupportderbyshire.org.uk

Thank you again, and good luck with whatever you decide to do!

About Sight Support Derbyshire

Formerly known as Derbyshire Association For The Blind, our charity was founded in 1914 when a group of like-minded people were united in the belief that something needed to be done for the growing number of blind and partially sighted people in the county. The ninth Duke of Devonshire accepted the position of President, and our connection with the Devonshire family continues today with the 12th Duke as our patron.

Our early services included home visiting, working with schools and education authorities and providing printed material in Braille. Over time our services have changed and expanded and we now provide a wide range of support to people in Derbyshire. Our services now include:

- Advice and support at hospital eye clinics
- Rehabilitation
- Aids and equipment
- Low vision assessments
- Information days
- Resource centres, including a mobile resource and information centre
- Sport and leisure activities
- Children and young people's activities

Our services are provided by a small staff of around 30, plus 150 trained and committed volunteers.

Over the past 100 years society has changed radically and our charity has developed but our mission remains the same as those very early days – to improve the quality of life of visually impaired people in Derbyshire. We remain a local charity for local people.

How can my fundraising help?

What you raise will go towards helping to run our services. It may be used to train an eye clinic volunteer, who will help someone come to terms with the news that they are losing their sight. It may fund sports activities for visually impaired children, giving them new experiences and helping their parents take a well-earned break. It will depend on where the need is at the time – but you can be assured that you will be adding extra value to what we do, and that we couldn't do it without your help.

“Sight Support Derbyshire made me feel I wasn't alone and gave me new hope. They helped me find computer software to enable me to return to work.” – Paul



Planning Your Event

What you need to know depends on what you're doing, and how large your event is.

When you've decided how you will be raising funds, the first thing you need to do is contact Sight Support Derbyshire's Fundraising Team on 01332 292262 or email us at fundraising@sightsupportderbyshire.org.uk. You can register your event with us, and we can tell you how we can support you.

The basics:

- Keep it simple, safe and fun!
- Make sure you read our Things To Be Aware Of section which covers much of the important legal information you need to know.
- Spread the word – read our Tell The World section for information about how to publicise your event.
- Use our planner and checklist to help you plan your event.

Before you start, consider:

- If I'm using a venue, is it easy to get to and does it have public liability insurance?
- Do I need permission or licences for my event?
- Do I need public liability insurance?
- Is my event for children?
- Do I need first aid assistance for my event?
- Does my company have match funding? If so it will match the amount you raise.
- Am I encouraging sponsors to Gift Aid their donation if they pay tax?

Whatever event you decide to organise please stay safe and keep it on the right side of the law. Please do not put yourself or other people in danger.

Please remember that you are responsible for the event and Sight Support Derbyshire cannot accept liability for any event or activity.

Things To Be Aware Of

Please read this section – even if most of the advice does not apply to your event, it will help your event stay safe and legal.

Does my event need a licence?

YES if:

- Your event involves the sale of alcohol or entertainment, including recorded music.
- You're holding a raffle, lottery or auction
- You're doing a public money collection, on street or door-to-door. If you're collecting on private property such as a shopping centre, you need permission from the owners.
- You're putting up banners or signs in public areas

This is not an exhaustive list.

Action point: Contact your Local Authority to see what licences you need (See our contacts list)

Risk Assessments

If you're planning an event for members of the public, doing a health and safety risk assessment is a common sense way to protect yourself and other people who will be helping with your event, or coming to it.

Action point: Check out the Risk section on the Health and Safety Executive's website. Although it's aimed at small businesses it contains the basics of risk assessment which you can apply to your event.

Insurance

If your event is for the public, you may need Public Liability Insurance. This will cover you if someone is injured at your event and decides to make a claim. You will also need to make sure anyone who has a stall, or is interacting with the public at your event, has their own Public Liability Insurance cover.

Action point: Check whether your venue has Public Liability Insurance as this may cover your event. Check your stallholders, entertainers and caterers are covered too.

Food Hygiene

If you are using a caterer at your event, you need to make sure they have a Food Hygiene Certificate as well as Public Liability Insurance.

Action point: Check out the Food Standards Agency website for guidelines for preparing, handling and cooking food.

Children

Make sure any children taking part in activities at your event has permission from their parent / carer to do so. If you're taking photographs of children at the event, make sure you get permission from parents / carers and tell them how and where the photographs will be used.

Anyone looking after, or entertaining children at your event needs to have had a DBS (formerly CRB) check.

Action point: See the Government's Disclosure and Barring Service (DBS) for more information.

First Aid

If you're holding an event for the public you may want to have trained First Aiders available.

Action point: St John's Ambulance or the Red Cross can advise you on this.

Data Protection

If you're collecting personal information from donors, for example the names, addresses, and phone numbers of sponsors or raffle ticket buyers, remember there are requirements under the Data Protection Act 1998 about how to deal with that information.

Action point: Do not pass on personal information about your donors to anyone else, or use it for any other purpose – such as building a mailing list for future events - without their permission. If you want to use their details for other purposes, contact us for advice on how to get permissions.

Staying safe

Handle money at an event with care. Where possible, have two people around when it is being handled and counted. Use a secure container, such as a cash box. We can provide sealed collection boxes.

Bank the money as soon as you can. When carrying it, take care and use a safe route. Get someone to go with you. If you're confronted by someone demanding the money, hand it over without putting up a fight and then contact the police. Do not put yourself at risk of getting hurt.

Suppliers or contractors

If you use external suppliers or contractors, use a reputable company and always make sure they have Public Liability Insurance and have carried out a risk assessment. If anything looks unsafe on the day, don't use the equipment or stop the activity.

Sight Support Derbyshire's requirements

We ask you to:

- Display our Registered Charity Number: 1080986 when raising money for us.
- Always refer to your fundraising as being 'in aid of' Sight Support Derbyshire, not 'on behalf of' (as this implies you represent the charity).
- Understand that if you do something that threatens or damages our name and reputation, we will ask you to stop fundraising.
- Encourage donors to register for Gift Aid, if they are taxpayers.
- Contact us if you want to use our logo in any publicity material. We may also be able to assist you with promoting your event (see the Tell The World section).
- Keep us updated about how your event is going – and send us any photographs!

Useful Contacts:

Licensing:

Derby City Council: 01332 640000 www.derby.gov.uk
Amber Valley Borough Council: 01773 570222 www.ambervalley.gov.uk
Erewash Borough Council: 0115 907 2244 www.erewash.gov.uk
Chesterfield Borough Council: 01246 345345 www.chesterfield.gov.uk
North East Derbyshire District Council: 01246 231111 www.ne-derbyshire.gov.uk
Derbyshire Dales District Council: 01629 761100 www.derbyshiredales.gov.uk
South Derbyshire District Council: 01283 595795 www.south-derbys.gov.uk
High Peak Borough Council: 0345 129 7777 or 01298 28400 www.highpeak.gov.uk

Health and Safety Executive: www.hse.gov.uk/risk

Food Standards Agency: www.food.gov.uk

Disclosure and Barring Service: www.gov.uk/government/organisations/disclosure-and-barring-service

St John's Ambulance: www.sja.org.uk

British Red Cross: www.redcross.org.uk. Select "event first aid" from the Health and Support Services menu.

Tell the World!

So you've come up with a fantastic way of raising money for Sight Support Derbyshire. Don't keep it to yourself! The more people you tell, the more money you can raise. Here are some hints and tips for spreading the word.

Step one: What's the story?

Make sure you have this basic information at your fingertips whenever you're doing something to promote your fundraising event or activity:

Who What Where When Why How

For example:

Mark Smith is having his head shaved at Top Cuts, High Street, Derby, on Tuesday 3rd April at 1.30pm by Emma Jones, the owner of Top Cuts.

He is raising funds for Sight Support Derbyshire because his brother is losing his sight and the charity has helped him stay independent.

Step two: Spreading the word

There are lots of things you can do to spread the word. Here are some ideas. You don't have to use all of them, and if you think of something that's not on this list, then go for it!

Word of mouth

Tell everybody. Family, friends, neighbours, colleagues, parents at the school gates – every social situation you find yourself in, don't miss the opportunity!

Social media

If you love Facebook and Twitter, tell your friends and followers. You can tag our Facebook page – Sight Support Derbyshire SSD, and mention @SightSupDerbys on Twitter. We are registered with Just Giving and Virgin Money Giving, so if you set up a fundraising page, be sure to share the link on your social media page. Don't forget to send us all the details of your fundraising activity and we'll put it on our Facebook page and Twitter feed too.

Posters and flyers

These are very useful to advertise an event, and newsagents or other shops will often put one up for free. Go for a place in the window if you can, then it will be seen by passers-by as well as shoppers. Post offices and libraries are also good. Put them on notice boards at work. Enlist the help of friends and family living in different areas to get information out to more people.

Our fundraising team can help design a poster for your event with our logo and yellow border headings. Simply send us details of your event and any images you want to use. You need to have the owner's permission before you use any images or logos. If you don't have a suitable image, we can find one for you. Contact us at fundraising@sightsupportderbyshire.org.uk.

Listings

The Derby Telegraph has a What's On page. Email newsdesk@derbytelegraph.co.uk. You can also advertise your event for free on online listings pages such as wherecanwego.com. You may also know of local Facebook listings pages. Send the information about a month in advance of your event. Contact us at fundraising@sightsupportderbyshire.org.uk if you need some more information about listings sites that cover the area where your event is happening.

Media coverage

Your event or fundraising activity may be of interest to the media for a news story, particularly if you have a very personal reason for wanting to raise money for Sight Support Derbyshire. This will help to promote your event. We can provide support in getting information out to the media, so your first move should be to contact us on fundraising@sightsupportderbyshire.org.uk to find out more.

After The Event

Congratulations! Your event or fundraising activity has been a huge success. Pat yourself on the back, put your feet up for five minutes – and then it's time to collect the money!

If you're collecting sponsorship money, make sure your sponsors have ticked the Gift Aid box if it applies to them. As Sight Support Derbyshire has accounts with Just Giving and Virgin Money Giving, any money raised online this way will come directly to us.

Dealing with cash:

For security we recommend that you bank any cash as soon as possible. Choose from these options:

1. Pay directly into Sight Support Derbyshire's bank account (our preferred method). We bank with Lloyds Bank, 43 Iron Gate, Derby DE1 3FT. Account number: 03835109
Sort code: 309259
2. Alternatively, pay the cash into your own bank account and then either:
 - Do a BACS transfer into our bank account (details above)
 - Send us a cheque by post
 - Contact us by telephone and pay by card over the phone

Please send us an email at fundraising@sightsupportderbyshire.org.uk to let us know how much you've raised, then we can make sure we receive your payment.