

## Best Practice Guidance for Fundraising for Sands

Whether you are holding a fundraising event to support Sands, running a fun run, participating in a challenge event or organising a dress down day at work to raise vital funds for Sands here are some best practice guidelines that we have developed in line with guidelines from the Institute of Fundraising to help you along the way:

1. Make sure you register your event with Sands Fundraising team using the Sands registration form available here: [www.uk-sands.org/get-involved/fundraising-ideas/register-your-event](http://www.uk-sands.org/get-involved/fundraising-ideas/register-your-event). If you need any help registering, want to talk through any fundraising ideas or have any additional questions speak to the Fundraising team: **0845 6520 448** [fundraising@uk-sands.org](mailto:fundraising@uk-sands.org)
2. Ensure that if you are organising an event in aid of Sands, that you read and familiarise yourself with the leaflets provided in the Sands fundraising pack, particularly, '**Planning and Organising an event**' and '**Keep it Safe, Keep it Legal**' (also available on the Sands website).
3. When fundraising for Sands please display Sands registered charity details on all printed materials and fundraising resources including websites as follows: **Registered as a charity in England and Wales (299679) and in Scotland (SCO42789)**.
4. Ensure that the charity's name is written either as Sands, stillbirth and neonatal death charity or simply as Sands if space is limited. In the event that your fundraising is for a Sands local group the charity name should be written as "**<Name of group> Sands are part of Sands UK-wide network of local support groups**" or where space is limited "**<Name of group> Sands**", but never just Sands if the money is to be only be used locally, to ensure donors are clear the activity they are being asked to support.
5. As an independent supporter (as opposed to an employee or paid fundraiser for Sands), please note that you should refer to your fundraising as being 'in aid of' Sands and not 'on behalf of' Sands.
6. Use your best endeavours to raise money for Sands, and ensure that you do not do anything that threatens Sands reputation or name. If you do, Sands has the right to ask you to cease fundraising on their behalf.

7. If your event or activity has a minimum sponsorship target set, please do your utmost to reach this target and inform Sands in advance if you think you will not be able to reach the target. Please note that Gift Aid does not constitute part of the agreed minimum target amount.
8. Use only official Sands sponsorship forms which contain wording approved by HMRC to enable Sands to claim Gift Aid. Encourage eligible donors/sponsors to make gift aid declarations in order to make the most of your fundraising efforts by enabling Sands to recover basic rate tax on the donations.
9. Contact the Sands Fundraising team **before** approaching a celebrity or a national company so we can co-ordinate all contacts and have a record of who has been approached and by whom.
10. Ensure that all fundraising activity carried out is in accordance with Sands core aims and objectives and speak to a member of the Fundraising Team if you need any additional information. It is a legal requirement to inform donors of how the charity is benefiting from the event or activity. In other words, you must inform potential donors if any amount or percentage of the funds you raise will not be paid to the charity.
11. Do not use any unlawful means by which to raise funds for Sands. Sands has a duty to report any illegal activity to the appropriate authorities.
12. Advise Sands of the name(s) and contact details of any/all parties raising money for Sands on your behalf.
13. Accept full responsibility and liability for the secure safekeeping of all funds raised or donations received on behalf of Sands.
14. Keep proper records of all receipts and outgoings relating to the fundraising activity and submit full and accurate financial records to Sands in relation to all funds raised on Sands behalf **immediately** upon completion of the fundraising activity, or as may otherwise be requested by Sands from time to time. Sands shall have the right to inspect all or any such records upon demand.
15. If you are under 18, your parent or guardian needs to authorise your fundraising registration form to show that they comply with the fundraising activity you've chosen to do.

16. Ensure that all cheques or postal orders are made payable to **Sands** and returned to **Sands, 3<sup>rd</sup> Floor, 28 Portland Place, London, W1B 1LY**, ensuring your **Supporter ID** is detailed on all accompanying documents. We recommend that you do this in the safest way by recorded delivery.

Alternatively you can pay the funds raised in at your local bank, please contact the Fundraising team who will guide you through this process. **Please make sure you notify the Fundraising team prior to any payment being made.**

17. Agree to pay all proceeds of any fundraising event to Sands no later than six weeks after the date of your event nor deduct any costs unless agreed in writing with Sands Fundraising team. If you are unable to return money within this timeframe please let us know.

18. Return any unused branded materials to Sands including collection tins/ buckets.

19. We would like to receive photographs of your event – if you wish to share these with us, please email them to **fundraising@uk-sands.org** and we will use them to promote our work. Please note that by registering to fundraise with Sands photographs taken during any fundraising activity by Sands staff or volunteers may be used to publicise the work of Sands.

20. Ensure that you have read and understood the below three Sands policies and guidelines:

- a. Lotteries, Raffles, Collections and House to House
- b. Sands Branding, Copyright and Intellectual Property
- c. Permits and Insurance

In addition, we have a separate Sands Restrictions and Disbursements Policy.

**a) Lotteries, Raffles, Collections and House to House**

1. Do not carry out house-to-house collections or leaflet drops.
2. Do not collect in any public place without first obtaining a collector's license from the appropriate local authority (usually the police or the council) and then providing Sands with a copy of the license.
3. Do not collect on private property (including shops, pubs etc.) without first obtaining the permission of the owner.
4. Do not hold a raffle (not including a same day raffle using Cloakroom Tickets) without contacting Sands first to obtain permission and to make necessary arrangements for a license.

**b) Sands Branding, Copyright and Intellectual Property**

1. Ensure whenever Sands' name or logo is used in written materials that you contact Sands for prior approval and show Sands any material prior to printing and distribution. For example, in posters, leaflets and invitations advertising an event or in press releases or letters to companies. You agree to use these in accordance with the Sands Brand Guidelines.
2. Only reproduce Sands trademarks, logos, marks, copyrights, photographs and website links, as and when strictly authorised to do so in writing by Sands Fundraising team. Sands retains all rights to its intellectual property at all times.

**c) Permits and Insurance**

1. Understand that Sands insurance policy will not cover your fundraising activities. You should obtain and maintain all adequate and appropriate insurances (if any) prior to the commencement of the fundraising activity and will indemnify Sands in relation to any loss, damage, costs, claims, injury or death suffered by you or any third party.
2. Accept that it is your sole responsibility to obtain all necessary and appropriate permits, licences, approvals and consents **prior** to the commencement of the fundraising activity. You will abide by all by-laws and regulations relevant to fundraising pursuant to the Charities Act 2011.
3. Ensure a member of Sands Fundraising team reviews any contracts before they are signed.
4. Understand that Sands will, in no way, be liable for any claim which may arise from this event. Please acknowledge that the individual(s)/organisation is undertaking this activity entirely at their own risk and that Sands shall not be liable for any injury or loss that might occur as a result of your fundraising activity.