

Community fundraising



Community fundraising (also known as do-it-yourself fundraising) is a great way to raise some of your own funds, or funds for other good causes.

What is it?

Community fundraising usually involves activities in your local neighbourhood to raise money for your good cause and have the added benefit of bringing people together, making local connections and having some fun at the same time.

Your activities might include street parties or sponsored walks, film nights or fashion shows, bingo nights or sporting events. You might collect donations this way or have a small charge to go towards your cause; either way it is a good way to make connections and raise money in your local area, without a whole lot of restrictions on how to spend it.

A to Z of fundraising ideas:

Abseils	Cycling event	Murder mystery
Alternative therapy day	Design a garden	Musical night
Art exhibition/competition	Dinner dance	Overseas challenge
Assault course	Dog shows	Parachute jump
Auction of promises	Dress down day	Party in the park
Ball/banquet	Duck race	Picnics
Bingo	Face painting	Pie throwing
Blind date	Fancy dress competition	Plant sales
Bowls	Fashion show	Puppet theatre
Bridge night	Fete	Quiz night
Carol singing	Fun run	Raffles
Casino event	Garden party	Skydiving
Celebrity raffle	Golf day	Speed dating
Club night	Graffiti wall	Sporting events
Coastal walk	Healthy eating day	Stars in your eyes
Coffee morning	James Bond night	Talent show
Collections	Kids' fun day	Tea dance
Comedy night	Knitting competition	Tug of war
Concert	Memorabilia auction	
Corporate events		

Planning your fundraising

Allow plenty of time to prepare your activity; a lot of time and energy can be saved by planning ahead. If you are holding a summer event, start planning in January, form a small group to co-ordinate it, make a checklist of jobs that need doing, and allocate tasks appropriately among the group. Have regular

Factsheets

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meetings to check progress and keep records to track your progress.

Here are a few pointers to think about:

- **Your fundraising target and timescale** – How much money do you need, what is it for (is there a specific cause that you will put it towards and when do you need the money by?)
- **Your activity** – What is the best way to raise the money you need in the time that you have? Will the activity fit in with the image of the group, your values and aims?
- **Resources** – Do you have enough people to help organise the activity, what equipment or other resources do you need, do you need people with particular skills and are you making the best use of the skills that you have? Do you, or a member of your group, know a local celebrity who could open an event or get involved?
- **Costs** – It's important to set a budget for any costs involved (such as promotion, room hire, equipment etc), and how you will fund these costs. Try and look for discounts, link with other groups, or use other local events to reduce your costs and attract a wider audience.
- **Keeping it legal** – There are a number of **regulatory requirements** that may have an impact on your fundraising. Some activities require special permission or a licence (such as car boot sales, flag days, raffles, bingo, door-to-door collections). Don't let these put you off. The **Institute of Fundraising** provides useful guides and legal information and best practice to help you to run your activities. If you need a permit or a licence, you need to apply for these well in advance from your local council.
- **Insurance** – Think about the risks involved in running your activity (including weather conditions if it is an outside event), you may need insurance to cover theft or damage or if bad weather means you have to cancel the event. Doing a proper risk assessment and working out a plan if things go wrong is very important.
- **Publicity** – Think about who you are trying to attract and how you are going to get people involved. Will posters and leaflets that you hand out or put up (for instance in shops, libraries and doctors' surgeries) help to attract people? Could you write a press release for the local paper, radio and any other free papers or community newsletters?
- **Double your fundraising target** – Do you have any links with local businesses or sponsors who may be able to match the amount of money you raise, to double your fundraising efforts?
- **Share your success** – Once you have completed your activity and counted up how much you have made, don't forget to thank your donors, volunteers and sponsors. Why not also share your fundraising success with the local papers or newsletters to help raise the profile of your group and attract interest for your next fundraising activity?

Key Words

Fundraising – activities that raise money for a good cause, community group or charity

Regulatory requirements – rules or laws you must stick to

“We go bag-packing at two supermarkets in December each year which raises over £1,000 for the Scouts, even more if we do some carol singing too”

Alan Fish, Tameside Scouts

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Don't forget Gift Aid

Gift Aid allows charities (and Community Amateur Sports Clubs) to claim back the basic rate of tax already paid on donations by the donor (without any financial impact on the donor).

Gift Aid is currently worth 20p for every pound donated by UK taxpayers (July 2013).

To claim Gift Aid, you need to register with HM Revenue & Customs (HMRC) for tax purposes. The donor then has to make a declaration to give the charity permission to reclaim the tax back on their donation. Usually this declaration involves ticking a box to say they would like Gift Aid to be claimed.

Further links and support:

- **Institute of Fundraising** – professional membership body for UK fundraising: www.institute-of-fundraising.org.uk
- **Fit4Funding** – a useful information sheet on collections, stalls, raffles and other information: www.fit4funding.org.uk/support-pages/raising-funds/diy-fundraising
- **Gambling Commission** – information on applying for licences and regulation covering bingo, casinos, lotteries etc: www.gamblingcommission.gov.uk
- **HM Revenue and Customs (HMRC)** – Charities Helpline Tel: 0845 302 0203 or visit their website: www.hmrc.gov.uk/charities-donors
- Tax-effective giving: www.hmrc.gov.uk/individuals/giving/basics.htm
- **You can sign up to discounted insurance** tailored for the voluntary and community sector, through GMVSS Marketplace: www.gmvss.net/marketplace
- For any further information, guidance and support, please visit www.gmvss.net

For any further information, guidance and support, please contact Bolton CVS on: 01204 546010 or e-mail: admin@boltoncvs.org.uk



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