

## **Journey of a Group:**

# **Community Fundraising**

### **Overview**

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.

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### **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, raising the profile of your group 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.

### **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 to be done and allocate tasks appropriately among the group. Have regular 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 license (such as car boot sales, flag days, raffles, bingo, door-to-door collections). Don't let these put you off. If you need a permit or a license, you need to apply for these well in advance from your local council.

The **Chartered Institute of Fundraising** provides useful guides and legal information and best practice to help you to run your activities.

- **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, local and community radio and any other free papers or community newsletters? Can you use social media?
- **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, social media or newsletters to help raise the profile of your group and attract interest for your next fundraising activity?

## 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 25p for every pound donated by UK taxpayers (August 2024).

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 unless the donation is small.

## Further Sources:

Chartered Institute of Fundraising

<https://ciof.org.uk/>

Gambling Commission – information on applying for licenses and regulation covering bingo, casinos, lotteries etc

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

HM Revenue and Customs (HMRC) – Claiming Gift Aid as a charity of CASC

[www.gov.uk/claim-gift-aid](http://www.gov.uk/claim-gift-aid)

Tax-relief when you donate to a charity

[www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid)

**This factsheet is for guidance only. For any further information, guidance and support, please contact Bolton CVS on: 01204 546010 or e-mail: [info@boltoncvs.org.uk](mailto:info@boltoncvs.org.uk)**