



**Caring  
Matters  
Now**

# **FUNDRAISING POLICY**

**October 2020 (V1)**

CARING MATTERS NOW  
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Website: [www.caringmattersnow.co.uk](http://www.caringmattersnow.co.uk)  
UK Registered Charity No: 1120988

# **Caring Matters Now Fundraising Policy**

## **Our Mission**

Caring Matters Now is the only dedicated UK charity to provide information and support for those affected by Congenital Melanocytic Naevus. The charity has three main aims:

To support those affected by CMN  
To raise awareness about CMN  
To raise funds for the CMN research

## **Contact Information**

### **Board of Trustees**

Mrs Valerie Unsworth (Chair)

Ian Chance (Treasurer)

Anne McIntyre

Robert Jackson

Bronagh Cleland

Ruth Gold

Jodi Whitehouse

### **Staff**

Jodi Whitehouse (Chief Executive Officer)

Lucy Hardwidge (Support & Communications Officer)

Lisa Sly (Finance & Office Administrator)

## Fundraising Policy

This policy provides guidance on how to carry out different forms of fundraising for Caring Matters Now, with links to regulatory standards and further resources.

### 1. CHARITY ORGANISED FUNDRAISING EVENTS

By entering an event, which is organised by Caring Matters Now, you agree to the terms and conditions below:

- 1.1 By taking part, all participants confirm that they are happy for any footage or photographs taken during their participation in the event to be used to publicise Caring Matters Now generally, including television, website, social media and DVD/video broadcasts.
- 1.2 By taking part, all participants understand that Caring Matters Now may distribute images of participants to those providing media coverage of the event and consent to their images being passed to them and being published in any media reporting details of the event.
- 1.3 All participants understand that any products distributed at the events are subject to availability and may be withdrawn or substituted if necessary.
- 1.4 All participants enter the events entirely at their own risk and the charity shall not be liable for any injury or loss that participants suffer as a result of taking part in the Events, except where an injury results from the negligence of the organisers.
- 1.5 All under 18 participants in the Events must be accompanied by a parent, guardian or responsible adult at all times.
- 1.6 Caring Matters Now shall not be liable for any loss or damage that participants suffer as a result of taking part in the Events.

### 2. ORGANISING YOUR OWN FUNDRAISING EVENT

Important considerations when planning a fundraising event, which will ensure all events is safe and legal:

#### 2.1 First Aid

You can get advice from a professional medical company like [St John's Ambulance](#) or the [British Red Cross](#) about what type of First Aid to have at your event. Things to think about:

- the number of people
- type of event and risk involved
- type of people, including their ages

- location and type of venue
- how long the event lasts
- how the weather is likely to be
- how near is it to local medical facilities
- what experience you have of similar events
- what welfare and first aid facilities are at the venue.

## 2.2 Insurance

If your event involves the public, you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event.

## 2.3 Licences

Some things require a licence, such as:

- alcohol or entertainment, including recorded music
- holding a raffle, lottery or auction
- doing a public money collection
- putting up banners or signs in public areas.

This list doesn't cover everything. Contact your local authority to check which licences you will need.

## 2.4 Food hygiene

The [Food Standards Agency](#) provides guidelines for preparing, handling and cooking food. If you are using a caterer, you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.

## 2.5 Collecting money

- to collect money in a public place, you must get permission
- to collect in the street, you need a licence from the local authority, which will have some rules for your collection
- door-to-door collections are illegal without a licence. Speak to your local authority to apply for one
- to collect on private property, such as a shopping centre, you need permission.

## 2.6 Handling money and keeping safe

Here is some advice for handling money at fundraising events:

- where possible have two people around when money is being handled and counted
- collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change
- when carrying money around take care. Always use a safe route and always be with someone and/or carry a personal alarm

- if you are confronted by someone demanding the money, do not put up a fight, hand them the money straight away and report the matter to the police
- put money in the bank as soon as possible.

## **2.7 Children at your event**

Make sure children are properly looked after and have permission to take part from a parent or guardian. Adults looking after children should have carried out appropriate checks. See the Government's [Disclosure and Barring Service](#) information for more guidance.

## **2.8 Suppliers or contractors**

If you use external suppliers for equipment or services at your event, make sure you use a reputable company. Ask to see a copy of their Public Liability Insurance and risk assessment. If anything looks unsafe on the day, do not use the equipment or stop the activity.

## **2.9 Risk Assessment Guidance**

Doing a risk assessment means looking at what could cause you or your participants harm and checking you've taken the necessary precautions to prevent this from happening.

It's a good idea to keep a record of the risks for your event, you can use our risk assessment template (appendix one) along with our risk assessment guidance (appendix two).

## **2.10 Data Protection**

Any information you keep about people must comply with the General Data Protection Act (GDPR). It is illegal to use personal information without permission, and you cannot keep personal information any longer than is necessary. This applies to both computer & paper records. Full details can be found on the [Institute of Fundraising website](#).

# **3. FORMS OF GIVING**

## **3.1 Text to Donate**

Donating to Caring Matters Now by text message is a quick and easy way to help us fulfil our 3 main aims; support, awareness & research.

- Text CMN 5 to 70085 to donate £5
- Text CMN 10 to 70085 to donate £10
- Text CMN 15 to 70085 to donate £15
- Text CMN 20 to 70085 to donate £20

Your donation will be added to your phone bill or deducted from your pay as you go credit.

- 95% of your donation goes to Caring Matters Now (registered charity in England and Wales (1120988)). A fee of 5% from each donation is taken by Donr Ltd.

### **Charges**

As well as the donation value, each text message will incur your standard network message charge (based on your service providers rates). This service can only be used from a UK mobile and does not include Channel Islands or Isle of Man mobile networks. If you donate using this service from a UK mobile abroad, you may incur additional network charges.

If you have donated £20 or £30 you may receive more than one message depending on your network operator. This is normal and a consequence of your network operator's billing processes. This will show on your bill as multiple charges of £10. How donation charges are shown on your bill is subject to your networks process.

No VAT will be charged on your donation.

### **Who can donate?**

- You must be aged 16 or over to send a text donation.
- You must obtain permission from the bill payer before sending a text message.

### **Limits**

- £20 in one single text message
- £30 daily limited (midnight to midnight)

Further text donations will not be accepted if you exceed this daily limit (so you will not be donating these additional amounts to Caring Matters Now), but you may still incur your standard network message charge.

If you would like to contribute more to Caring Matters Now, you can donate online [HERE](#).

### **Donation Fail**

If you enter the text donate details incorrectly or send the text to the wrong number, your donation to Caring Matters Now may not be successful. You may still be charged your standard network message charge.

### **Gift Aid**

If you are a UK taxpayer, your donation may be eligible for Gift Aid. This means we can claim an additional 25p in Gift Aid from the Government for every £1 you donate. A link to adding gift aid to your donation will be on your donation receipt text message.

### **Text Donation Provider**

This SMS service is being provided for Caring Matters Now by Donr Ltd  
Address: The Stables, St George's Terrace, Newcastle upon Tyne, NE2 2SU.  
Web Site: [www.donr.co.uk](http://www.donr.co.uk)

Helpline: 0333 4444111

### **3.2 JustGiving**

Donations and fundraising can be made to Caring Matters Now using Just Giving.

#### **Donation**

A one off or monthly donation can be made using debit or credit card and through Paypal to our general Just Giving page [www.justgiving.com/caringmattersnow](http://www.justgiving.com/caringmattersnow)

#### **Gift Aid**

Gift Aid is a tax relief allowing Caring Matters Now to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.

When you donate, you'll be asked to confirm whether or not you are a UK taxpayer. Gift Aid can only be reclaimed on donations made by individuals who pay UK income or capital gains tax at a rate at least equal to the amount reclaimed on their donations in the current tax year. Full information on Gift Aid can be found on the Just Giving web site [here](#).

#### **Fundraising**

Fundraising for Caring Matters Now is easy to set up using Just Giving. You can share your raising page with friends and family to enable them to make a donation. A guide to setting up a fundraising page can be found [here](#).

#### **Fees**

Just Giving charges a payment processing fee on all donations of 1.9% + £0.20. If the donation is made in another currency, the processing fee is 2.90% + £0.20. This fee is taken from the donation before it is paid to Caring Matters Now.

A 5% fee for processing a Gift Aid claim is taken from the amount of the Gift Aid claimed on a donation.

#### **Funds Paid to Caring Matters Now**

Just Giving automatically transferred any fundraising raised or donated to Caring Matters Now on a weekly basis directly into our bank account.

### **3.3 BACS**

A BACS donation can be made directly into Caring Matters Now bank account. The details of the UK bank account can be supplied by emailing [info@caringmattersnow.co.uk](mailto:info@caringmattersnow.co.uk) with information on the donation, you would like to make.

### **3.4 By Post**

Postal donation to be sent to 'Caring Matters Now'.

Post to:  
PO Box 184,  
St Ives,  
PE27 9DU.

Along with your contact information so we can confirm receipt of the donation.

All postal donations will be paid into the Caring Matters Now bank account with 7 days to receipt.

### **3.5 Amazon Smile**

By registering with Amazon Smile, Amazon will donate 0.5% of all eligible purchases to Caring Matters Now at no cost to you.

Full details of how to set up Amazon Smile can be found [here](#)

### **3.6 Easy Fundraising**

Easyfundraising turns everyday online shopping into free donations to Caring Matters Now. By undertaking your online shopping through [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) the retailer you have purchased from will automatically make a percentage donation at no extra cost to you.

- Join Easyfundraising
- Shop through [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)
- Raise – Caring Matters Now received a free percentage donation from the retailer

The funds are automatically transferred into Caring Matters Now bank account on a monthly basis.

### **3.7 Monthly Donor**

Monthly donations can be made via Just Giving or BACS to the Caring Matters Now bank account.

#### **Just Giving Monthly Donation**

A monthly donation can be made using debit or credit card and through Paypal to our general Just Giving page <https://www.justgiving.com/caringmattersnow>  
Section 3.2 show full details on Just Giving fees and Gift Aid.

#### **BACS Monthly Donation**

If you would like to make a monthly donation direct into Caring Matters Now bank account, please email [info@caringmattersnow.co.uk](mailto:info@caringmattersnow.co.uk)



You will receive a form to complete with your details, amounts you would like to donation, gift aid along with the charity bank details to set up the donation with your bank account.

Caring Matters Now are not charged any fees for monthly donations made directly into the bank account.

#### **Donation Confirmation**

On an annual basis a letter and certificate will be sent to annual donor to confirmation to total donation made during the financial year.

### **3.8 Payroll Giving**

Payroll Giving is a way of giving money to Caring Matters Now without paying tax on it. It must be paid through PAYE from someone's wages or pension.

Your employer needs to set up and run the schedule which is simple to do using a Government approved Payroll Giving agency. Full details on the scheme is available on the Government web site [here](#).

The funds are then paid to Caring Matters Now by the Payroll Giving agency directly on a monthly basis.

## APPENDIX ONE

### Event Risk Assessment Template



Description of event / activity:

Date:

What are the hazards?	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to control risk?	Action by who?	Action by when?	Done
EXAMPLE Slip and trips	Participant in a sponsored walk may trip over a tree root and suffer injury.	Use signage to warn participants of hazards. Use marshals to direct participants away from trees. First aid on site to treat injuries.	Event organiser to ensure all marshals are in place on the day.	Event Manger	XXXXXX	XXXXXX

Name:

Signature:

## APPENDIX TWO

### RISK ASSESSMENT GUIDANCE

Doing a risk assessment will help you to protect yourself and other people who could be harmed by activities that you're planning. It involves looking at what could cause harm and checking you've taken the necessary precautions.

The Health and Safety Executive ([HSE](#)) recommends five steps to risk assessment:

- Step 1 – Identify the Hazards
- Step 2 – Decide who might be harmed and how
- Step 3 – Evaluate the risks and decide on precautions
- Step 4 – Record your findings and implement them
- Step 5 – Review your assessment and update if necessary

Remember a hazard is anything that may cause harm e.g. chemicals, electricity or an uneven surface. A risk is the chance, high or low, that somebody could be harmed by these hazards, with an indication of how serious the harm could be.

⇒ [Step 1 – Identify the Hazards](#)

First you need to work out how people could be harmed.

- Visit [www.hse.gov.uk](http://www.hse.gov.uk) for practical guidance on where hazards happen and how to control them.
- Walk around the event venue / area / course and look at what could cause harm.
- Ask advice of other volunteers or the venue owner who may notice things that are not immediately obvious to you.
- If you're using any equipment, check the manufacturer's instructions for information about any hazards and risks involved.
- Remember to think about long-term health hazards too, e.g. high levels of noise.

⇒ Step 2 – Decide who might be harmed and how

For each hazard, be clear about who could be harmed so you can decide on the best way to manage the risk.

- Identify groups of people rather than individuals, e.g. suppliers, members of the public, volunteers.
- Consider how each group might be harmed, e.g. volunteers may suffer back pain from lifting marquees.
- Some groups have particular requirements, e.g. young or disabled people, pregnant women.
- Some people may not be at the event all the time but could still be harmed by activities, e.g. suppliers, spectators, members of the public.
- Anyone sharing the event venue may be affected by the activities.
- Consider how people may be harmed during the set up and breakdown of the event.

⇒ Step 3 – Evaluate the risks

Having spotted the hazards, you then have to decide what to do about them. The law requires you to take reasonable steps to protect people from harm.

- Look at what you're already doing, how you are doing it and what controls you have in place.
- Consider whether you can remove the hazards altogether or how you can control risks so that harm is unlikely.
- When controlling risks, apply the principles below in the following order:
  1. Eliminate the risk (e.g. by hanging decorations at a lower level so there is no work at height)
  2. Try a less risky option (e.g. change the route of a run to avoid a busy road)
  3. Isolate the hazard by preventing access (e.g. putting a cage around a generator)
  4. Reduce exposure to the hazard (e.g. put barriers between pedestrians and traffic)
  5. Issue personal protective equipment (e.g. clothing, footwear, goggles etc)
  6. Provide welfare facilities (e.g. first aid and washing facilities)

⇒ Step 4 – Record your findings

Use the risk assessment template provided and keep it simple, e.g. 'Hazard = tripping over rubbish, Control = bins provided, regular checks to be made'. Show that:

- You've done a proper check to identify a full range of hazards.
- You considered who might be affected.
- You dealt with all the significant hazards, taking into account the number of people that could be involved.
- Your precautions are reasonable, and the remaining risk is low.
- Record actions to deal with any improvements you need to make.
- Make regular checks to ensure you keep your control measures in place.
- Ensure there are clear responsibilities, i.e. who will lead on what action, and by when.
- Prioritise and tackle the most important things first, i.e. the hazards that could cause most harm.

⇒ Step 5 – Review your risk assessment

Events may change during the planning and on the day. You may add new activities; locations or equipment and new hazards may present themselves.

- You need to review your risk assessment to make sure it stays up to date.
- It is a good idea to set a review date before your event and to do another review on the day of the event, adding in any updates or changes.