



Local Community Fundraising Ideas

As well as securing grants, there are a number of other ways that community groups can raise funds. This section outlines some of the general considerations that should be borne in mind by community groups before undertaking fundraising. There then follows some general information on some of the most popular fundraising methods, including legal requirements that community groups should be aware of.

General Considerations

Any fundraising event should be carefully planned. A committee or organising group should be established to set fundraising targets and work out how they are to be met. As with all appeals, a committee bank or building society account must be used and a Treasurer should be appointed to keep a check on the finances. In addition, there are a number of other points that should be considered:

- An adequate insurance certificate must be obtained.
- Health & Safety regulations must be complied with. Food and drink must be deemed fit and safe, even if the public are not paying for it. Carmarthenshire County Council Food Safety department give free advice on all aspects of food safety and hygiene and the number of licences, permits and bye-laws that must be complied with when running events or undertaking other kinds of fundraising (some of which are covered below). For example, if two or more people are performing and/or dancing, a Public Entertainment's Licence is required.

For events held indoors, all fire regulations must be complied with.

- Information is available from the Carmarthenshire County Council Environment Department web pages – www.carmarthenshire.gov.uk and put environment into the search box. If you prefer you can contact them on direct@carmarthenshire.gov.uk or phone 0845 658 0445. Their postal address is:
Commercial Services Section, Public Protection,
3 Spilman Street, Carmarthen SA31 1 LE.

Jumble Sales

Jumble sales are suitable for most types of organisation. They are relatively easy to organise and usually attract a good crowd. Nevertheless they tend not to be

particularly lucrative, unless the organising group has established a reputation for quality.

The usual course of events is to book a local community hall at least one or two months in advance of the date of the jumble sale. Adverts should then be placed in local shops and papers to appeal for items to be sold. Two or three weeks before the sale, another set of adverts should be placed giving details of the venue and time.

Farmers Markets

Farmers Markets – can be an excellent way of raising the profile of your group/project. You can also sell quality local goods as a way of raising revenue.

Raffles

Raffles are games of chance and as such are defined as “lotteries” under the Lotteries and Amusements Act 1976 and the National Lottery Act 1993. Broadly speaking there are three types of lottery, each of which are subject to a set of legal conditions. Contact the County Councils licensing department on 0845 658 0445 or email them at direct@carmarthenshire.gov.uk

Private Lotteries

Private lotteries must be confined to members of a club or society with the profit of the lottery being used to provide prizes to further the work of the society. These have limited fundraising potential, but are far less regulated than other types of lottery. Contact the County Councils licensing department on 0845 658 0445 or email them at direct@carmarthenshire.gov.uk

Small Lotteries

Small lotteries are usually part of an “exempt entertainment” such as bazaar, dinner dance and sporting event. The lottery must take place on the premises where the main entertainment takes place and there must be no element of private gain in the running of either the lottery or the entertainment. Prizes must not exceed £250 in value. Contact the County Councils licensing department on 0845 658 0445 or email them at direct@carmarthenshire.gov.uk

Society Lotteries

A society lottery is one conducted over a period of time



for charitable purposes in which all of the profits must be returned to the purpose of the charity. If the total value of ticket sales exceed £20,000 then groups must register the lottery with the Council. Contact the County Councils licensing department on 0845 658 0445 or email them at direct@carmarthenshire.gov.uk

Sponsored Events

There are a number of factors that can affect the success of a sponsored event e.g. the number of sponsors, the amounts donated and the "unusualness" of the event. A common problem is the number of competitors that lose interest in collecting their sponsorship money after the event. Here are a few ways to guard against this:

- Make it clear in writing that the total recorded after the event is expected to be paid by the competitor even if they do not collect all that is owed.
- Publish a realistic date by which all sponsorship monies must be paid in full.
- Give three or four alternative contacts to pass funds and sponsorship forms to.

Street Collections

Street collections can be an effective, easy way of raising funds for all types of organisations (though, obviously, this is dependent on the number of collectors used). It can be worthwhile to run the collection alongside another event or for those involved to wear fancy dress to attract attention to the collection. There are no restrictions on collecting on private property but you must get the permission of the owner or leasee. However, a local group wishing to hold a collection on public property must obtain permission from the local authority – contact contactcentre@carmarthenshire.gov.uk 0845 658 0445.

An application must be made in writing at least one month prior to the collection. When granting permission, the Council may impose a number of conditions on the collection such as date, duration and location. Once the collection has been completed, the group must return a form to the Council which gives certain information such as a list of collectors, the total amount collected and the names of the people who counted the money.

Further Information

There are lots of examples of fundraising ideas on the following web sites:

- www.easyfundraising.co.uk
- www.fundraising.co.uk

There is a collection of detailed factsheets on the Carmarthenshire Association of Volunteers (CAVS) website: www.cavs.org.uk

Ty Carwyn, 3 St. Peter's Street, Carmarthen SA31 1LN.
info@cavs.org.uk
01267 236367

There is information on trading and business activities of charities from **HM Revenues and Customs:** Trading and Business Activities, St. John's House, Merton Rd, Merseyside L69 9BB.
www.hmrc.gov.uk
08453 020203

There is extensive information on all aspects of fund raising from the **Fund Raising Standards Board:** Hampton House, 20 Albert Embankment, London SE1 7TJ.
0845 402 5442
info@fsboard.org.uk

Disclaimer

This Advice Note has been produced on behalf of the Carmarthenshire Community Toolkit to assist community groups to make funding applications. However, it should not be taken as a definitive guide covering all areas of concern and it is recommended that further advice is sought in appropriate circumstances.