

Fundraising Policy

Date of Review: Sept 2017

Date of Next Review: Sept 2019

Chief Executive Officers Signature:.....

ACCURO (CARE SERVICES)

Fundraising Policy

Introduction

Fundraising is a core function within a charity and essential for additional income generation.

Aim

The policy aims to provide guidance and clarity to internal and external fundraisers for all activities with the purpose of raising funds for the charity, whilst ensuring the charities continued compliance with The Charities Commission and The Fundraising Regulator.

Scope

This policy is to be applied to all internal and external fundraising events / activities.

Policy

All planned fundraising events for Accuro are to be notified to head office by means of Appendix A.

Appendix B details a Fundraising plan which is to be completed by the organiser at least 3 weeks prior to the event / activity.

The Fundraising Plan will:

- inform Accuro of the event / activity
- ensure full risk and compliance has been assessed and implemented
- ensure that the event / activity is operated effectively and helps to promote Accuro (Care Services) public profile.
- maximise the fundraising opportunity by ensuring all PR, marketing and income generation possibilities have been included as part of the event /activity.

Procedures

All Accuro staff and volunteers taking part in fundraising events will be provided with guidance and training as per the fundraising procedures. The procedures / good practice will be implemented in preparation, during and after any event / activity.

Exclusions

Donations, legacies and grants are not included within this policy.

Fundraising Plan Appendix A

Drafted by:		
Name of Event:		
Activities (e.g. Jumble Sale, Cake Sale):		
Date of Event:		
Time of Event:	Start:	
	Finish:	
Location:		
Location Cost:	£	
Names of Volunteers participating:	<ul style="list-style-type: none"> • • • • 	
Names of Staff attending:	<ul style="list-style-type: none"> • • • • 	
Equipment required for event (e.g. promotional banners, crockery etc.):	Provided by:	Cost (if applicable):
	e.g. Accuro	£
		£
		£
Other costs incurred (staffing costs):		
Risk Assessment	Venue/Site:	
	Activity:	
	Staff/volunteers	
Advertising Requirements (social media etc.):	<ul style="list-style-type: none"> • • • 	
Advertising Cost (if applicable):	<ul style="list-style-type: none"> • E.g. – Local Paper = £24 for 1 week advert • • 	
Estimated Income:	£	

Note:

All fundraising events require monitoring and assistance from head office. Therefore, indirect costs are incurred in addition to the events direct costs. To cover these indirect costs, 15% of net funds raised will be allocated to Accuro's General Fund.

Head Office additional support actions and amendments to maximise the fundraising opportunities.

Insurance Certified:

Head Office Approved Signature:

Approved Date:

Accuro Unrestricted ☐ _____

Designated ☐ _____

Thank you for fundraising for us!



PLEASE SUBMIT TO: fundraising@accuro.org.uk

CODE: F00/ - OFFICE ONLY

Fundraising Plan Appendix B

Fundraising events organised outside of Accuro are to be notified to Head Office 3 weeks prior to the event.

Name & Contact Details: _____

DRAFTED BY:	
NAME OF EVENT:	
ACTIVITIES: (EG. JUMBLE SALE, CAKE SALE)	
DATE OF EVENT:	
TIME OF EVENT:	START: FINISH:
LOCATION:	
COSTS TO PAID BY TO ACCURO:	£
ARE ACCURO STAFF OR VOLUNTEERS REQUIRED TO ASSIST ON THE DAY?	Yes <input type="checkbox"/> / No <input type="checkbox"/>
NAME OF STAFF/VOLUNTEERS: (If known)	• • •
DO YOU REQUIRE ACCURO TO PROVIDE ANY EQUIPMENT?	Yes <input type="checkbox"/> / No <input type="checkbox"/> If yes, please detail. _____ _____
DO YOU REQUIRE ACCURO TO ADVERTISE THE EVENT?	Yes <input type="checkbox"/> / No <input type="checkbox"/>
ANTICIPATED INCOME:	£

Note:

All fundraising events require monitoring and assistance from head office. To cover the cost of this work, 15% of net funds raised will be allocated to Accuro's General Fund.

Where Accuro are taking part in the advertisement of such events, Accuro will be involved in the organisation of the event to ensure all activities are compliant with the Fundraising Regulator, Charity Commissioner and UK Law.

Accuro will not be liable for fundraising events organised independently of the organisation.

Head Office Approved Signature:

Approved Date:

Thank you for fundraising for us!

OFFICE USE ONLY

REFERRED FOR FURTHER FUNDRAISING SUPPORT

Y ☐

N ☐