

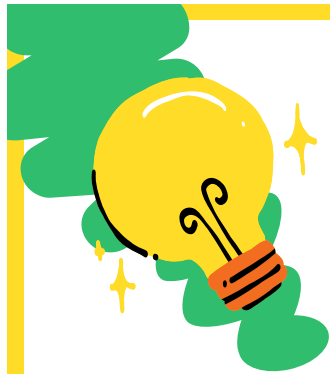


# Fundraising Guidelines

**Thank you for choosing to fundraise in aid of SNAP!**

SNAP is dependent on voluntary donations and with the help of people like you, Essex families who have children and young people with any additional need or disability can continue to rely on SNAP.

## Before you start



It is essential that you read this information as charity fundraising is regulated by law. Please also refer to **Chartered Institute of Fundraising** and **The Fundraising Regulator** to ensure that you comply with any fundraising codes of practice relevant to your event.

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# How we can help

## What SNAP can provide

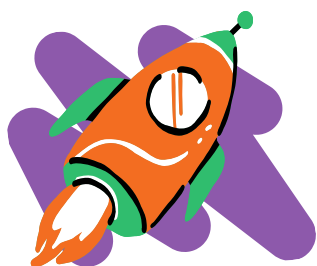
- ☐ Collection pots and buckets
- ☐ Information, flyers, and copies of SNAP Matters magazine
- ☐ Support with marketing your event such as providing text about SNAP, imagery, and logos
- ☐ For some events we may be able to help promote your hard work
- ☐ We may also be able to arrange for a SNAP representative to give a presentation about SNAP or attend a cheque presentation
- ☐ Lots of support and encouragement!

**Unfortunately we cannot guarantee the availability of any staff or volunteers to attend events.**

## Brand Guidelines

If you wish to create your own fundraising materials you must:

- ☐ seek SNAP's approval prior to use to ensure that it complies with rules set out by the Charity Commission
- ☐ include SNAP's charity registration number (**1077787**) must appear on all posters, forms, flyers, and advertisements etc that ask people to participate, help or donate
- ☐ only **use our 'In aid of' SNAP logo**, which meets legal requirements. The logo must not be altered and the dimensions and quality must be maintained. This is available from SNAP and can be emailed to you - **[fundraising@snapcharity.org](mailto:fundraising@snapcharity.org)**
- ☐ seek SNAP's approval for the use of our photography. Many of the families we support feature in our images and at any point they can ask that we no longer use their photo. Please contact SNAP prior to use to of any our of photography to ensure that permissions are up to date.



By law, **SNAP's charity registration number (1077787)** must appear on all posters, forms, flyers, and advertisements etc that ask people to participate, help or donate.

# organising an Event and Sponsored events



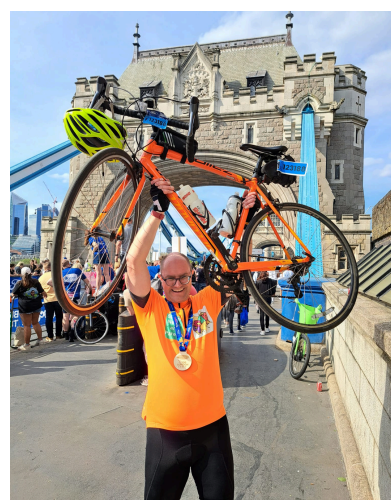
## Keep it safe and legal

It's your responsibility to ensure that your event is run in a safe manner and you must ensure that the venue complies with all health and safety regulations. You can find out more at [hse.gov.uk](https://www.hse.gov.uk). Depending on the nature of your event you may need first-aiders on site. Please also consider the accessibility of your event!

## Insurance

You must also ensure your event is covered by insurance and if you are the event organiser, you may need to take out specific insurance cover. Your venue and any equipment you hire must also have their own insurance. If you are undertaking an adventurous or hazardous activity consider obtaining personal accident or insurance.

SNAP will not accept any liability for accidents or damage to people or property as a result of your event or activity.



## Cancellation

Please let us know if you cancel your event or pull out of your sponsored event. All supporters must be offered refunds. If anyone declines their refund - or if you are unable to trace the donor - the money must be paid straight to SNAP. See the **'How to Pay Money In' section for details!**

## Online Sponsorship

SNAP is registered with JustGiving, making it easy for everyone to donate to your event online. You can find our page here: <https://www.justgiving.com/snap>

Just click on the **'Raise Money'** button to sign up and get started! JustGiving has created a [quick and easy guide to set up a fundraising page](#) and we have our own [advice for making your page more personal](#).



There are a lot of things to consider to make sure your event meets all the legal requirements for insurance, health and safety, and goes smoothly! Check out the **Chartered Institute of Fundraising's guide** for further advice.

## collections

Please contact SNAP before conducting any collections on our behalf. We will discuss your collection with you and both parties must sign a **Collections Agreement**.

You must have written authority from SNAP before collecting any money. There are laws concerning collections e.g. a license is needed from the local council to collect money in public.

**Remember we can provide all the pots and buckets you need!**

## Raffles

Please contact SNAP before conducting any raffles to raise funds for SNAP and please read the following regulation information.

### Keep it legal

It is unlawful for an organisation to run a raffle without the appropriate licences from the Gambling Commission or registration with the local authority unless the raffle falls into one of the exempt categories of lottery set out in the Gambling Act 2005. There are no specific ticket requirements, so any tickets, such as cloak room tickets will do!

### Do you need a license?


You will not need a license from the Gambling Commission or registration with the local authority as long as:

- ☐ SNAP is the beneficiary and there must be no private gain;
- ☐ tickets must only be sold during the event, on the premises where the event is taking place and tickets must not be sold in advance;
- ☐ there must be no cash prizes;
- ☐ the draw and announcement of the results must take place during the event;

- ☐ no more than £100 can be deducted for costs
- ☐ not more than £500 can be spend on buying prizes although there is no limit on the value of donated prizes
- ☐ no rollovers are allowed
- ☐ you cannot sell tickets at different prices or offer special deals/offers;
- ☐ everyone must have an equal chance of winning.

## Cancellation

If you cancel the raffle, all supporters must be offered refunds. If anyone declines their refund - or if you are unable to trace the donor - the money must be paid straight to SNAP. See the **'How to Pay Money In' section for details!**



Gift Aid **cannot be claimed against** money given in return for **tickets** (including raffles) or **goods** and **services**. Gift Aid can also not be claimed on behalf of someone else or a group of people.

## How to pay money in

### Pay in your fundraising directly to our bank!

Please let us know if you do this so we can notify you when your donation has arrived.

Account Number: 00005935

Bank Sort Code: 40 52 40

Bank Details: CAF Bank, 25 Kings Hill Avenue, West Malling, Kent ME19 4JQ

Name of Account: Special Needs And Parents (SNAP)

Bank Reference: THE NAME OF YOUR EVENT

### Send us a cheque

Make your cheque payable to: **"Special Needs And Parents"** and include your name and contact details so that we can thank you!

### Donate in person

Please call **01277 245345** to make an appointment so that we are free to say hello!



Many thanks once again for your hard work and support of SNAP. Please contact the Fundraising Team if you need any further support: **01277 245345** or **[fundraising@snapcharity.org](mailto:fundraising@snapcharity.org)**

[www.snapcharity.org](http://www.snapcharity.org) • Registered Charity No. 1077787

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