

BRIEF CASE

Fundraising

Knowing the charity laws governing your fundraising activities and the associated risks is the best way to ensure that your efforts will generate funds to keep your organisation thriving.

Regulations for fundraising

Charity laws differ based on where your charity is located and what activities you are planning. For example, if you want to go door-to-door in England and Wales to raise money for your charity, you must obtain a public collections certificate and notify the area's local authority. For more information on laws and guidance for specific fundraising activities, visit the [Institute of Fundraising](#).

Regardless of fundraising methods, there are laws and guidance every charity or not-for-profit organisation must follow. According to the Charity Commission, your organisation must do the following for all fundraising activities:

- Keep money raised for an appeal separate from the general funds of the charity
- State that you are a registered charity on any fundraising materials, such as adverts and websites (this only applies if you are registered and your income exceeds £5,000)
- Report and comment each year on your fundraising activities (this only applies if you have a gross income of £500,000 and an audit is required)

Performing risk assessments

Risk assessments are an important tool in managing your organisation's risk and protecting your staff, volunteers and service-users.

When planning any type of fundraising activity, you should perform risk assessments to map out potential risks and to help you prevent those risks from turning into serious liabilities for your organisation.

Read our BriefCaSE on risk assessments for more detail.

Don't forget to assess the risk regarding:

- The area / location of activities
- The time of day the activities will take place
- The amounts of cash likely to be involved

If necessary, conduct a reconnaissance check of the area where activities will take place to check for phone signal availability in case of emergencies.

Cash, safety and security

Whether you are holding a silent auction at a facility or collecting funds door-to-door, keeping the money and the people collecting it safe should be a central priority. Follow these guidelines to ensure workers and volunteers are handling money correctly:

- Obtain any necessary licences, certificates or permissions before collecting money from the public
- Ensure personnel are suitably vetted for employment history, references and DBS (if appropriate)
- Regularly open all collection boxes and record the contents
- Keep records of takings and deposits and have at least two people involved in handling and recording the money
- Find a secure place to collect, count and store the money
- Bank all the cash you collect as soon as possible and without deducting expenses

You should have an agreed policy in place regarding how you account for collections. The collection system can be open to fraud – take sensible measures to compare collection receipts and any patterns which emerge where receipts vary consistently from area to area.

More information

For more information on fundraising, visit the [Institute of Fundraising](#). Also, check out the [Charity Commission Fundraising Guide for Trustees](#) and the [Fundraising Regulator](#).

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