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This manual will:

1. Enable students to identify fundraising opportunities and activities
2. Outline the rules around charity fundraising for student groups
3. Provide an overview of the support RAG and the Union can offer students

Frequently Asked Questions

Who are we allowed to raise money for?
Pages 7 and 8 give advice on choosing a charity and what restrictions there are.

Can RAG help us raise money for charity?
RAG and Medics RAG can often help in a variety of ways. See p. 5 for their details.

What can we do to raise money for charity?
See page 8 for a list of fundraising ideas!
Collecting for charity can be both fun and worthwhile at the same time. This booklet outlines the rules and procedures for carrying out fundraising activities on behalf of your chosen charities, what you have to do, how to go about it, and how to get the money you’ve collected to the charity.

Within the Union, both IC RAG and ICSM RAG (Raising And Giving) are here to provide you with materials, advice and support on how to collect efficiently and safely. The committees are made up of students eager to encourage fundraising, so don’t be shy – seek their input on anything charity related!

Fundraising may seem intimidating at first, but it really isn’t! IC RAG and ICSM RAG have a lot of experience with different kinds of events, and are here to make your life easier.
RAG can provide advice and support on scheduling events, advertising, event planning and more. Both RAGs have a large number of collection tins as well as different size collection buckets and seals, so don’t worry about organising those if you need them. Also, RAG can offer you an electronic coin counter as well as a locked safe to store money in overnight.

You can find contact details for RAG in Key Contacts for Volunteers, along with details for the Student Activities Manager and Deputy President (Clubs & Societies) who can also provide you with help and advice.
There are over 160,000 registered charities in England & Wales and with this many worthy causes it can be difficult to decide who to raise money for.

Generally you should only raise money for UK-based charities. Charities in England & Wales are all registered with the Charity Commission for England & Wales. There are separate regulators for Northern Ireland and Scotland. If you are looking to raise money for a charity based abroad get in touch with them; lots of charities have UK based subsidiaries or have agreements with locally based partners.

To research a charity and to check whether it’s registered you should use the Charity Commission website which can be found here (http://www.charitycommission.gov.uk/showcharity/registerofcharities/registerhomepage.aspx?&=&). The site’s register of charities allows you to look up any England & Wales registered charity and amongst other things look at their income & expenditure, where they work, and what amount of their turnover is spent on charitable activities.

A few charities might not have registered charity numbers due to various legal exemptions. If you intend to raise money for any organisation without a registered charity number please speak to the Student Activities Manager first.

Some things to consider when choosing a charity

Are they local?
There are hundreds of charities operating in the areas around Imperial’s campuses and halls, both locally based organisations and the projects of larger charities. The great advantage of this is that you can go and visit and see how the money you have raised has been used. Maybe you could even combine your fundraising with some volunteering!

How do they fit in with the aims of your group?
If you’re struggling to identify a charity then take a look at the aims of your group, and look at what charities work in similar areas. Having an obvious connection between your usual activities and the charity’s activities is also something you can exploit in publicity. However don’t let this override the personal wishes of members, and don’t feel at all constrained in your choices – there doesn’t have to be any kind of connection at all.

Do they have dedicated student fundraising support?
Many of the larger charities and those with a student focus often have dedicated staff who are responsible for University fundraising. Take a look at their websites and see if there is a dedicated fundraising section. RAG also knows which charities are best equipped to
support student groups so get in touch!

**How much of a difference can you make?**
Some groups decide to support smaller charities as they feel that their money can make more of a difference. Others would rather support larger charities where they feel economies of scale will mean more people benefit. It’s entirely up to you and your members who you fundraise for!

**What’s the reputation of charity?**
It’s always worth doing an internet search to see what information you can find about a charity. You don’t want to associate yourself with a charity that’s in trouble or has received unfavourable press coverage.

**How much of their income is spent on charitable activities?**
This information for the last financial year is on the Charity Commission website and can vary quite a lot between different organisations. Just be careful though, as there can be reasons if it’s particularly low or high. It’s always worth looking back a few years (if possible) and contacting the charity with any questions.

**Making a decision**
To really get your members on board with your fundraising it’s always best to involve them in the decision making process. Get them to submit their own ideas for who they’d like to see you raise money for, and ensure that they have some say in the final decision.
Fundraising Activities

Make sure you read our guides on Event Budgeting, Publicity and Requesting Spaces for general information on organising events.

Fundraising ideas
There are literally hundreds of different ways for your Club, Society or Project to collect money. Don’t feel restricted and let your imagination run wild when coming up with ways of raising money (the crazier the idea, the more attention you will get from people)!

Here are a few ideas to get you started:

- Street and/or tube station collections
- Charity pub crawl
- Charity event at Metric
- Mega Raids – RAG organises many of these throughout the year.
- RAG Week event – keep your eyes peeled for Imperial’s RAG Week, a week purely dedicated to having fun and collecting for charity. Every year Clubs, Societies & Projects are encouraged to participate and are offered day slots to host events.
- Sponsored events for example sponsored bike tours, bungee jumps, abseils etc.
- Bake sale

Felix is always keen to report on charity events. Why not write an article for the next publication letting the student body know how it went?

Organising collections
If you wish to collect within London Boroughs or different cities, you will need to acquire a permit from the London Metropolitan Police before you can do so legally. All the relevant information can be found under http://www.met.police.uk/charities/streetcollection.htm.

If you wish to collect in tube stations you need to contact Transport for London. If you want to collect money in a private location, permission from the owner/management must be sought. This applies to shopping centres, pubs, and similar venues.

You are welcome to carry out collections on Imperial Campuses for charities. You should though ask the person who controls the area you wish to collect in to ensure they are happy for you to carry out a collection, and that it is safe to do so.

It is very important that you plan a street or tube collection over a month in advance, since it can take the Metropolitan Police a long time to process requests. For this reason it is normally easier to find a charity which has a permit and work with them. RAG can point you in the direction of charities which have permits.

Also remember that the Union as well
as your Club, Society or Project are responsible for any rules which you (or anyone collecting on your behalf) break! If you want to organise your own public collection you must contact the Student Activities Manager to discuss the details.

What you need to know about collecting

Collections are fun and a great way to meet new people while helping those who need it. Clubs, Societies & Projects are all encouraged to undertake collections on behalf of charities. This is a very worthwhile activity and we aim to make the process as easy as possible – however there are some rules and procedures which you must follow to ensure you are acting within the Law.

- Someone must be appointed as the collection organiser – they are responsible for ensuring the rules are adhered to
- All money must be collected in sealed collecting tins or buckets
- Collection tins and buckets must be clearly labelled with the charity name and their registered charity number, as well as containing the Imperial College Union logo
- Any publicity material (including electronic material) used for the collection must contain the name of the charity and their registered charity number. In the case of posters they must adhere to the Union’s Poster Rules and guidance on advertising online.
- Each collector (or group of collectors) must be assigned a tin or bucket which must be documented. Each collector should know how to contact the collection organiser in case of a query or problem
- When the tin or bucket is returned the seal can be broken, after which the money is counted

Any money collected on behalf of another charity must be administered through the accounts of the Club, Society or Project undertaking the collection, or through RAG’s account within the Union. From here, the payment can be made to the charity.

Remember NEVER take collection money home with you – you are personally liable if anything happens to it.

It’s in your interests to keep money within the Union. Contact the Union Finance Team if you need to arrange secure storage. Cash needs to be stored securely during events and after they have finished. Some charity organised collections will count the cash you have collected so you don’t have to. However, with most collections and all of your events, you will have to do the counting. Two people should be present when counting cash.

Cash raised from charitable events can be paid into the bank in the same way as
any money. See the **Money In** guide for more details. Remember the Union also has a safe where you can store money overnight. Speak to the **Union Finance Team** if you would like to make use of this.

A lot of charities will already have permits for various London boroughs, tube stations or other locations. Working with them and utilising one of their permits is a quick and easy way to organise a RAG Raid. The charity is also more likely to be able to give you collecting materials such as buckets, t-shirts and leaflets. If they don’t already have a permit they may even be willing to get one on your behalf. Remember that charities come in all shapes and sizes though – not all of them will be able to give this level of support.

**Risk Assessment**

Remember to write a risk assessment for any collection activities which you organise and make sure you are acting within the Law. Other events may need risk assessments completing if they are outside the scope of your usual activities. The risk assessment should be recorded on eActivities. For more information on Risk Assessments see the **Principal Officers Training**.

**Maximise your total**

Think about when is the best time to do a collection or event – is there a National day dedicated to the charity? Is there a National Awareness week with which a charity collection could coincide?

A lot of charities have a wide variety of fundraising material to help you stand out. This ranges from bright t-shirts to balloons or stickers. Also it is highly recommended that you read up on the charity before starting your fundraising! Make sure you know who you are raising money for, and where the money will go. If you are able to tell people where their money is going to, this usually has a positive impact on how much you are able to raise.

Let the **RAG Chair** know that you are intending to carry out a fundraising event, so they can advise you, as well as let you know if anyone else is doing a fundraising event on that day.

The Union and RAG are unable to offer any financial support to fundraising events. Fundraising events must make a profit for charity. Effort should be made to keep expenditure low in order to maximise the profit generated for charity. Make sure you plan events carefully – they do have the potential to go quite wrong. After all, they are intended to be raising money for charity rather than losing money. If you do lose money, your Club, Society or Project will be liable for the losses.

Remember for events where you are
spending over £500 you must complete an event budget. See the Event Budget Training for more information.

Paying in Money
Any money you collect must be paid in to your bank account with the Union. If you are unable to pay the money in to the Bank immediately then contact the Union Finance Team as you will need to arrange secure storage.

Sometimes charities themselves may want to collect the money at the end of an event, or you may be raising money through a direct giving website. In such instances make sure to speak to the Student Activities Manager to confirm that this is acceptable.
As with any club activity when you’re undertaking fundraising you are representing both the Union and the College. It’s therefore really important that you act responsibly and don’t break any rules. Just because you’re raising money for a good cause doesn’t mean that normal rules and laws no longer apply!

Fundraising organisers must always:

- Ensure that volunteers are briefed on the fundraising activity and that fundraisers are properly briefed on their relationship to the charity that they are raising money for.
- Provide fundraisers with information on RAG or their Club, Society or Project and the charity they are fundraising for so that they can properly explain this to members of the public/wider student body.

Fundraisers must always:

- Conduct their activities in such a way as not to bring RAG, their Club, Imperial College Union, or Imperial College London into disrepute.
- Be courteous and non-aggressive.
- Make sure to not impede, obstruct or cause a nuisance to members of the public and the wider community at Imperial.
- Be clear that they are representatives of RAG/their Club, and are not representatives of an external charity (excluding special circumstances such as RAG Raids).
- Seek permission from relevant authorities to undertake fundraising activities and comply with the law.
- Inform RAG of their fundraising activities before they undertake them.
