

Guidelines for fundraising for the Birth Trauma Association

Thanks for choosing to fundraise for us! We are very grateful for all the time, effort and money from supporters, enabling to provide support to families affected by traumatic birth and help prevent the occurrence of trauma.

As a registered charity, the Birth Trauma Association has a range of responsibilities that affect the way we carry out our fundraising. Some are legal or regulatory requirements and all have an ethical dimension. So these guidelines are designed to help you and us stay within the law and the fundraising [Code of Practice](#).

Who are these guidelines for?

These guidelines are for anyone (other than our employees) who carries out fundraising in aid of the Birth Trauma Association, including supporting specific projects that we organise. Fundraising includes a wide range of activities from pram races and coffee mornings, to taking part in sponsored events and organising raffles.

There are two types of fundraising:

- **Formal.** When fundraising is carried out by people who have a specific role in our organisation (such as trustees), we are legally responsible for it, since the person is acting on behalf of the Birth Trauma Association.
- **Informal.** If, for example, someone organises a coffee morning and give the proceeds to the Birth Trauma Association, this is called “acting in aid of”. We are not legally responsible for this kind of volunteering, but the guidelines set out below still apply.

Make sure we know

Please let us know your plans as soon as possible so that we can support you in making the fundraising effective and staying within the law. If you are producing any materials to support your fundraising, please show us before printing or online publication and please include the following wording: “We are fundraising in aid of Birth Trauma Association Registered Charity No. 1120531”.

Think about health and safety and safeguarding

Making sure people are safe at an event is really important. You may need to carry out a risk assessment and, if you are providing food and drink, especially if people are paying for it, then you need to comply with food safety laws and regulations. If you are selling alcohol to the public then you also need a liquor licence. Although intended for the workplace, the Health and Safety Executive has [guidelines](#) about how to carry out a risk assessment. You can use the same approach for voluntary fundraising events. Special attention should be paid if children or vulnerable adults are involved in an event or other activity.

Insurance

The Birth Trauma Association's own insurance does not cover fundraising or events undertaken in aid of the Birth Trauma Association by volunteers. Depending on the event, you may want to think about taking out insurance.

Handling Receipts and Expenses

By far the best, easiest and safest way to collect funds is via your own Just Giving page on our charity's [donation page](#).

If you click the Fundraise for us button in the top right-hand corner, you will be able to set up your own page to accept funds raised by your event. Even more usefully, JustGiving can add back income tax from donations made by basic rate tax payers so adding over 22% to these contributions.

JustGiving also maintains an account of who has paid what so it reduces your bookkeeping.

If you do have to keep cash, then you need to think about how to keep it safe. It is always best to have two people involved at all times in cash handling. That way you have the assurance that someone else has been involved. You need to get the cash to the Birth Trauma Association as soon as possible after you raise it. If you contact the treasurer on treasurer@birthtraumaassociation.org.uk, we can give you the bank details enabling you to pay the cash in at any local bank. However, it is very important that the treasurer knows who has raised the cash. For any non-cash payments, we ask that you get the money to us within one month of a fundraising event.

Occasionally, fundraising events may need to make purchases (e.g. cost of printing sponsor forms). It is important to retain the receipts and record both expenses, your total income and the net amount raised and send a copy of this to us with your final return. In general, please avoid running events where the expenses will be more than 10% of the likely sum raised; donors like to feel that as much money as possible is going to frontline services.

Please try to avoid accepting cheques. If you do have to accept them, please make sure they are made out to 'Birth Trauma Association' and send them to: The Treasurer, Birth Trauma Association, Meadow View, Chilbolton, Hants SO20 6AZ.

As long as you specify on JustGiving or when you send funds in, we will make sure that any money you raise for a specific fund at the Birth Trauma Association is credited to that fund. If you would prefer to make a bank transfer then please contact us for our bank details: treasurer@birthtraumaassociation.org.uk

Think about people's privacy

The Birth Trauma Association has to comply with data protection laws and regulations. That means that anyone who is on our database must know that they are on it and what we do with their data. We promise people not to share their data with any other organisation or person, other than for the Birth Trauma Association's own use. This means that when you are volunteering to raise funds in aid of the Birth Trauma Association, you must not share information about people for any purpose other than the Birth Trauma Association's. For

example, an invitation list to an event is confidential and should not be shared beyond the group of people being invited.

Street Collections and Lotteries

Please do not undertake street collections or lotteries. These are heavily regulated and require licencing/permissions as they are a form of gambling. You can hold a raffle if it takes place during a charity event and if the raffle happens on the premises where the event is taking place.

Summary

Everyone fundraising for the Birth Trauma Association or one of the funds we hold should read and follow this guidance.

- Always tell us what you are planning to do to support the Birth Trauma Association.
- Be aware of your legal responsibilities.
- Be aware of your health and safety responsibilities.
- Gift Aid forms should always be signed by the donor, not the collector.
- Cash should always be paid in as soon as reasonably possible.
- Funds raised should be sent to the Birth Trauma Association within a month of any event.
- Payments should always be made to Birth Trauma Association
- Please do not run street collections or raffles or lotteries which are promoted to the general public in aid of the Birth Trauma Association.

Questions and further help

If you have any questions about these guidelines or about how to plan fundraising in aid of the Birth Trauma Association, please contact the Treasurer at treasurer@birthtraumaassociation.org.uk

The Chartered Institute of Fundraising has more [guidance](#) for volunteers.

Finally, we could not do our work the enormous contribution of volunteers who help to raise funds. We value every penny you raise and know the hard work that goes into the organising. So a really big thank you!