

## Rising Voices Wessex

### Fundraising Policy and guidelines for members



#### 1. Introduction:

The purpose of this document is to give Rising Voices Wessex's policy on fundraising and set out guidelines for members who fundraise on our behalf. The document also refers you to the A to Z of fundraising ideas and the Do's and Don'ts of fundraising documents which are available to members.

The Board of **Rising Voices Wessex** is committed to ensuring that fundraising activities for the charity are carried out in an ethical manner.

This policy applies to the Trustees Board, casual and permanent staff, members and volunteers.

The policy requires Trustees, staff and volunteers to act honestly and with integrity and to fund raise and use the resources for which they are responsible, appropriately at all times

#### 2. Purpose:

The purpose of this document is to identify **Rising Voices Wessex's** position on fundraising and to document the standards expected in raising funds for/ from the community.

Fundraising can be defined as the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies for non-profit organisations.

#### 2. Our aims

2.1 Rising Voices Wessex has been established to promote the good health and wellbeing of people living with or affected by cancer for the public benefit in particular but not exclusively by:

- providing and promoting music participation through singing as a means of regaining confidence, health and wellbeing to complement rehabilitation during and following treatment for cancer;
- providing support to families and carers of people living with or affected by cancer; improving public awareness regarding the problems and circumstances of people living with and beyond cancer as well as their families and carers through information and education;
- seeking to "normalise" post-cancer living by making available support through singing in the community;

- fostering mutual help, co-operation and friendship in an understanding and empathetic environment for those affected by cancer;
- making appropriate representations to relevant statutory bodies and other organisations on behalf of people affected by cancer;
- promoting, conducting, and engaging in research/evaluation as to the benefits of music and singing to those affected by cancer – and publishing the results of research/evaluations appropriately;
- promoting a strategy that supports the development of other choirs within the Wessex Region and forges appropriate musical and cultural links with other like-minded choirs.

### **3. Fund Raising Policy:**

**Rising Voices Wessex's** guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves.

In doing so, the organisation will adhere to the following standards:

- Fundraising activities carried out by **Rising Voices Wessex** will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- All personal information collected by **Rising Voices Wessex** is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering for **Rising Voices Wessex** shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation.
- No general solicitations shall be undertaken by telephone or door-to-door.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of **Rising Voices Wessex**.
- Whilst we support some events for other cancer charities, Rising Voices Wessex cannot endorse or promote other charities for fundraising and collections.
- Financial contributions will only be accepted from companies, organisations and individuals the Board considers ethical. Companies and organisations specifically excluded from making financial contributions to **Rising Voices Wessex** include tobacco companies.

#### **4. Responsibilities:**

The Board is responsible for the implementation and review of this policy.

All Board members, casual, permanent and contract staff, members and volunteers are responsible for adhering to this policy.

#### **5. Procedures:**

The Trustees Board will oversee the major fundraising tasks including grants. The Steering Group will supervise the smaller fundraising projects undertaken by the Steering Group and members of the choirs. They will report regularly to the Trustees board.

All fundraising activities must have the prior approval of the Steering Group and Trustees Board and be recorded in the meeting minutes.

A statement estimating income and expenses will be prepared prior to the commencement of any new major fundraising activity that may present a financial risk to **Rising Voices Wessex**. Fundraising activities should not be undertaken if they will expose the organisation to significant financial risk.

#### **6. Related Documents attached:**

- Fundraising for members in 2018
- Do's and Don'ts for fundraising

## Twenty six fundraising Ideas - "Every little helps".

### An A to Z of ideas.



- A. Auction of promises** – Persuade friends and colleagues to donate their skills, expertise and knowledge.
- B. Bring and buy** – accessories, hats scarves, jewellery or nearly new items.
- C. Celebration coming up** - then why not ask friends or relatives to donate to Rising Voices Wessex instead of giving a present.
- D. Dunk and donate** – Tea parties and coffee mornings always a good way to raise funds for Rising Voices Wessex.
- E. Easter egg hunt** – Chocolate egg hunt always good fun.
- F. Fun day to remember** – Pick a day, any day that is significant to you - maybe it's Valentine's Day, Elvis's birthday, St George's Day or your birthday. Have a dressing up party or get the office to dress up and pay up.



- G. Golfers** - why not hold a competition. Noeline has the rules.
- H. Have a Garden Party** – those lovely afternoon cream teas are always a winner.



- I. Invite friends to a Summer Sizzler** – Fire up the BBQ, invite some friends around for burgers and bangers, and while they are there they have a go on the coconut shy and buy some raffle tickets.



- J. Jars** – guess the number of sweets in the jar.
- K. Karaoke night** – Well, if we can't organise one who can!
- L. Learn a new skill** – and get sponsored to do it – drumming, juggling, singing a solo!
- M. Models let's strut our stuff** – Why not hold a recycled show or better still find a retailer that would be interested in supporting us for a fashion show, so that we can all indulge in a bit of modelling.
- N. Need to give a gift** - Buy Musical pin badges – Just £1 for Rising Voices Members £1.50 for friends and relatives, Pens £1.50 for Members or £2 for friends or relatives or a Tote bag for £5.
- O. Or donate on our Just Giving page** <https://www.justgiving.com/risingvoices-wessex>
- P. Pamper Party** – Why not host an evening of indulgence, nails painted, eyebrows plucked, facemask, hand massage and foot spa.



- Q. Quiz night** – Always a good one.
- R. Run a sweepstake** – why not organise a sweepstake for the Grand National, a TV show or a football match.

- S. **Swearing** is infectious – why not have a swear box on your desk, in your office and do something for a good cause.
- T. **Time to “Give it up”**- For this idea it’s not what you do it’s what you don’t do. Why not give up chocolate, alcohol, shaving or Facebook for a month and raise a few bob.



- U. **Use our Standing Order and Gift Aid forms** they are available on the website.
- V. **Very thirsty, don’t go to the Pub** – invite everyone to your house instead and donate the beer money.
- W. **Winter warmer** – why not hold a coffee morning or tea party or even a supper.
- X. **Xtra cash don’t forget** you can text a donation to RVWC13 £3, £4, £5 or £10
- Y. **Yes “Every little helps”** even small change – empty your pockets or purse every week of small change and donate. Better still why not take up the Smartie challenge.



- Z. **Zeal – enthusiasm for a cause – Raising funds for Rising Voices Wessex**

## Fundraising do's and don'ts



### Do:

#### **Be confident!**

Donations and sponsorship don't magically appear overnight, but if you put in a little bit of hard work, it will pay off! If you don't leave it all until the last minute it shouldn't be too difficult either.

#### **Know the facts**

Make sure you can tell people about the event you're involved in and what challenge you're taking part in. If you can talk about what you're doing and sell them the event, they'll be more inclined to donate. Practise your "elevator pitch", a 1-minute pitch about what you're doing, who you're doing it for and why it's so brilliant.

#### **Know the charity involved**

Tell your donors where the money is going and how it's going to help. Read up on the website [www.risingvoices.org.uk](http://www.risingvoices.org.uk) about Rising Voices Wessex, so that when people ask, you can tell them where their generously donated money will be going and who it will be helping. Specific information and stories about how singing can benefit people's health can help the fundraising and will definitely aid you in gaining more sponsorship / donations.

#### **Use your Contacts**

Tell your family, friends and colleagues what you're up to – those you know are the best starting point!

#### **Use Online Fundraising**

Rising Voices Wessex have a Just Giving page and this provides an easy way for people to donate – you can link the page to your Facebook and post it on Twitter too. Make sure you set up your page to ensure we can trace the money for donations, to say thank you.

Think about crowd funding - Funding a project or venture by raising money from a large number of people who each contribute a relatively small amount, typically via the Internet.

You could even use eBay or Amazon to sell on things you don't want or need anymore and use the money you make toward your fundraising total.

#### **Use our USP**

What's our Unique Selling Point for fundraising? – Choirs for people affected by cancer. Coming up with a creative idea – Spread the Word and Share the Magic or utilise your unique talents - Singing - can give you that fundraising edge

#### **Follow Good Fundraising Practice**

Make sure your money gets safely and securely to your charity.

### **Check In**

If you have an idea it's worthwhile checking in the Steering Group about the detail and if anything extra needs to be considered. For example, any events which involve food, physical challenge or might present risk, need to be checked out. Do we need a risk assessment, disclaimer, extra insurance or just to check policies that might be in place?

### **Be happy!**

Staying upbeat and 'all smiley' will go a long way when it comes to fundraising. If you seem downbeat, unenthusiastic or act moody when asking for sponsorship, you might as well not bother. The more passionate and enthusiastic you are, the more other people can get on board with your cause.

### **Don't:**

#### **Pressurise a potential sponsor**

Don't worry if they say no. Not every person is going to be in a position to give. Even if someone can't donate at least you have raised awareness about Rising Voices Wessex, the event and the cause, which is a big part of what we aim to do.

Remember not to come across as aggressive or to persuade someone once they've made their decision. Always stay polite and professional.

#### **Ask twice**

If someone can't or chooses not to give, don't ask them again. This could be seen as rude and could damage the reputation of Rising Voices Wessex and your cause.

#### **Shake your Bucket!**

Although guidelines don't explicitly say not to shake buckets, we recommend that you don't do this as it can be seen as annoying or pushy – just be positive and smiley.

#### **Forget to plan**

Decide as early as possible on how you're going to run your event or raise your sponsorship money and discuss with a member of the Steering Group. If we know your plans we will be able to help you.

#### **Share people's data**

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share information or data about someone without their permission.

#### **Don't Forget**

Anyone working with Rising Voices Wessex on an event or using our collection buckets is representing Rising Voices Wessex. We ask that you be respectful of this and our reputation, and operate in a professional, polite and positive manner when dealing with other choir members and the general public, thank you.