

Fundraising



As a Scout Group you are likely to need to hold some fundraising events. It may be the only way to raise money for some projects and with large projects in particular grant-makers like to see evidence of self help.

Group level fundraising will not only give you credibility with funders but also with your local community. Events generate additional publicity and help members of the Group to feel that they are actively doing something to solve a problem. They may also gain new skills and confidence.

Basic Guidelines

The first rule of fundraising is that where possible, it should be an on-going process and not crisis led. You should try to predict how much funding the Group will require over the next year e.g. rent, training, equipment, transport costs, etc.

Once this has been established, set a realistic target to raise, taking into account other sources of funding such as income from Membership Subscriptions, Deed of Covenant, local authority grants, support from local business, etc.

Assess the Group's ability to raise that money. How much support do you have in the form of Leaders, members and parents? Do any of these people have experience of fundraising? Do you have a good public profile, if not consider how it can be promoted within the local community? All fundraising activities should be co-ordinated, preferably by a separate Fundraising Committee, thereby freeing Leaders to continue providing the weekly programme of Scouting activities.

Whatever the event always budget well and ensure your expenditure does not exceed an amount which can be realistically recovered by ticket sales or other income.

All fundraising activities will be ultimately more successful if well publicised. Take advantage of your Group newsletter, local radio, newspapers or shops in which to place advertisements.

Always thank people for their support and keep donors informed of how your work is progressing. Groups new to fundraising and unsure as to the extent of their support would be advised to start off

with events which incur little or no initial expenditure e.g. car boot sales, bring & buy, coffee mornings or sponsored events. This type of event is particularly effective when a venue, such as a Scout HQ is available free of charge.

Points to consider when planning your fundraising:

- Who are you trying to get money from? Is it always the same people? Are these the people that can least afford it? Can you alter this? (For example, in some areas churches have got together and jumble is collected in wealthy parishes for jumble sales in poorer areas.)
- What else is happening in the area? (Avoid clashing with similar events)
- How many people can you count on for help?
- What do you need to do in advance? How much will it cost?
- Is it legal? What are the regulations? Do you need a licence?
- How will you publicise it?
- What will you do if there are any problems? (e.g. rain/snow/power cut etc.)
- Do you need to take out extra insurance?
- How much will it cost to run and how much can you expect to make?
- Is the activity in keeping with the Group's image?
- Is it worth the time and effort? (Some activities require a lot of planning for little return.)
- Will it be fun?

Fundraising and the Law

All fundraising **must** be carried out in accordance with the Law(Charities Act 1992 & 1993) and Policy, Organisation and Rules, (Rules 87-92 and the policy statement immediately preceding these rules). Particular attention should be paid to Rule 88(b) regarding **not** fundraising outside the boundary of your District.

As some Fundraising activities have legal implications and/or may require a licence from the local council e.g. street/house to house collections, raffles, bingo, car boot sales, etc. (see P.O.R. Rule 87 Fund Raising and the Law) it is essential for a Group to check the regulations governing the activity well in advance and comply with them fully. For some activities it may be necessary to be a

registered charity, however, most can be done without special permission. A leaflet entitled 'Lotteries & Gaming' outlines some of the legal requirements and is available from the Legal Department at BP House.

Finally, fundraising is hard work, and sometimes not very rewarding, but you must keep at it!

Recommended reading:

'Group Fundraising. A handbook for local organisers' - David Saint. Published by Printforce.

'The Complete Guide to Fundraising' - PW & PF Sterret. Published by Mercury Books.

For Large campaigns

'Running a Local Fundraising Campaign. A guide for small voluntary organisations' - Janet Hilderley. Published by CAF.

Fundraising Event Ideas

- Antiques road show
- Autographs
- Baby-sitting
- Badge selling
- Balloon race
- Barbecue
- Barn Dance
- Bed race
- Bingo
- Bring & Buy
- Bulb Growing Contest
- Car Washing
- Buy a brick
- Carnival
- Carol singing
- Coffee morning
- Concert/Pantomime
- Craft fair
- Darts Competition
- Diaries/Calendars/Christmas cards
- Dice for a Car
- Disco
- Donkey Derby
- Dutch auction
- Fancy Dress ball
- Fashion show
- Fete
- Film show
- Filmed Race Meeting
- Firework Party
- Fishing Tournament
- Food auction
- Football Match
- Fun run
- Garden party
- Halloween Party
- How Many?
- Hunger lunch
- Jumble sale
- Lawn mowing
- Local history tours
- Lunch with speaker
- Market stall
- Medieval Banquet
- Mile of pennies
- Panel Games
- Pavement Pictures
- Plant sale
- Pram race
- Print T shirts
- Puppet show
- Quiz games
- Raffle
- Recipe Book
- Second-hand book sale
- Shoe shine
- Sponsored Events
- Stalls (at other events)
- Stamp Collecting
- Tombola
- Treasure hunt
- Trivial Pursuits night
- Video show
- Wacky Races
- Waste collection
- Whist drive
- Window cleaning
- Wishing Well