

## **‘In aid of’ fundraising guidelines**

On behalf of the patients and families ACLT represents we want to thank you for fundraising in aid of ACLT. Your safety and wellbeing is a priority. With this in mind please follow our simple guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your fundraising activity.

### **Fundraising materials and publicity**

You should make it clear throughout your fundraising that you are fundraising ‘in aid’ of ACLT but that you do not represent the charity. For example; ‘[Name of your fundraising activity] raising funds in aid of ACLT’. Please call ACLT Community Fundraising on 0203 757 7700 ensure that you have permission to use any images, or text and to request a copy of the ‘Supporting ACLT’ logo for use on your publicity materials.

### **‘Supporting ACLT’ logo terms and conditions of usage**

In order to support the promotion of your fundraising efforts for ACLT, we are able to provide you with our ‘Supporting ACLT’ logo. By using our fundraising ‘Supporting ACLT’ logo you are agreeing to our terms & conditions of usage.



### **‘Supporting ACLT’ logo Conditions of Use**

- 1.1 You use the ‘Supporting ACLT’ logo in order to promote your fundraising efforts (the “Activity”) and do not alter or modify it in any way, except that it may be scaled up or down providing that the relative dimensions of the icon remain the same.
- 1.2 You do not use any component part of the logo except in the context of the logo.
- 1.3 You do nothing to compromise the distinctiveness or reputation of ACLT’s registered trademarks contained within the logo (‘ACLT Marks’) nor do anything which affects directly or indirectly the registration of the ACLT Marks in any jurisdiction worldwide nor knowingly do or permit anything to be done in connection with the use of the ACLT Marks which could jeopardise the validity or goodwill of the ACLT Marks.

- 1.4 You do not use the logo in association with any part of your business or your employees' business or in connection with any person, thing or event other than as required in connection with the Activity and do not otherwise gain any commercial benefit from use of the icon.

### **'Supporting ACLT' logo indemnity**

You hereby agree to indemnify ACLT against any claims, demands, actions, proceedings, damages, losses, costs and expenses (including legal and professional advisers' fees (on a full indemnity basis) which are made or brought, or incurred or suffered, by The ACLT (as the case may be) as a result of any legal claim or action brought by any third party against ACLT where such claim or action arises directly or indirectly from or in connection with the Activity or use of the logo.

You agree that you have taken appropriate measures to safeguard all staff, volunteers and participants/attendees involved with the Activity; and you confirm that you have taken out adequate insurance for the Activity.

Please note that ACLT is not supplying any services in relation to the Activity and is involved in the Activity only as a passive recipient of a charitable donation. As a result, ACLT accepts no liability for the Activity or for any loss, damage or claims arising in relation to it.

### **Collecting Funds**

You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house. It is illegal to collect funds in this way without a licence.

### **Raffles & Lotteries**

Small raffles can be held as part of a larger event and is a great way to maximise the amount of money you can raise, you'll just need to follow these guidelines:

1. Tickets must only be sold during the event, on the premises where the event is taking place
2. The draw must take place during the event
3. No more than £500 can be spent on buying prizes
4. No cash prizes can be given
5. All tickets must be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four)
6. Tickets should not be bought or sold by young people under 16

There are strict and complex laws relating to raffles and lotteries which do not fall into this category and full guidelines on raffles and lotteries are available from your local authority or the Gaming Board. For more information please visit the Gambling Commission website ([www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)).

### **Events**

Please ensure that your event is organised efficiently and safely as we cannot accept any responsibility for your event nor for anyone who participates in it. You should conduct a risk assessment to ensure that you have proper plans for the safety of

participants. The Health and Safety Executive has further information ([www.hse.gov.uk](http://www.hse.gov.uk)). Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected. Ensure that your event is properly and adequately supervised. Where children are included, this includes:

- Providing proper adult supervision
- Checking that the child's parents/guardians have given their permission for their child to take part
- Carrying out appropriate background checks if adults are to have unsupervised access to children.
- Consider what insurance cover you need for your event. Check with your local authority whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.

### Expenses

We understand that some events require a little bit of expenditure. Make sure that you are aiming to raise at least three times as much as you need to spend. For example, if you spend £100 you should aim to raise a minimum of £300. It is important to note that we are unable to offer refunds to people fundraising in aid of ACLT to cover expenditure. If you think your event expenditure will fall outside of these guidelines, please review your expenses or call ACLT Community Fundraising on 0203 757 7700 for advice.

### Transfer of Funds

All funds should be sent to the charity within one month of collection via:

1. ACLT website [HERE](#)

Gift Aid your donation and the government will add an additional 25p to every £1 you donate. (*Gift Aid only eligible on donations from one person using their own money e.g. not eligible for a donation collected from multiple people*)

2. Directly into the ACLT NatWest bank account:

Account Name: ACLT (African Caribbean Leukaemia Trust)

Bank name: NatWest Bank

Account Number: 30921791

Sort Code: 60 - 05 - 14

3. By cheque made payable to 'ACLT' and posted to:

ACLT Charity

2a Garnet Road

Thornton Heath

Croydon CR7 8RD

For further help and advice please do not hesitate to contact us by emailing [fundraising@aclt.org](mailto:fundraising@aclt.org) or calling 0203 757 7700.