

Event Fundraising

Resource Pack

Planning an event

This pack is designed to help you plan events effectively and safely. It needs to be used in conjunction with Ambient Support's Policy on Fundraising.

There are lots of things to consider when you think about planning and running an event. However, no matter how big or small your event it will follow the same general pattern.

You will need to follow the Event Process Flow Chart and ensure you seek authorisation to hold your event a minimum of 4 weeks in advance.

1. OBJECTIVE

Be clear about what you want your event to achieve. Is it to raise awareness of your scheme or project. Is your aim to raise money for a particular purpose? Is your event about bringing people together and having fun?

Be clear on who you are trying to attract to your event and if the range of activities on offer will appeal to this audience.

If you are aiming to fundraise at your event you will need to think very specifically about what you are fundraising for and ensure that this is realistic and clearly communicated to people.

2. ALLOW PLENTY OF TIME

Please allow plenty of time to plan your event well in advance.

You may wish to build a core team for each event that you organise. Most events are too much work for one or two people, and you may wish to recruit volunteers to take on some tasks.

Be clear about what the roles are, what the tasks are and who is responsible for doing what.

Advertise your planning meetings and try to think about what time will suit potential volunteers. If you create a list of jobs or tasks that need to be completed early enough, volunteers may not even need to come to meetings.

Be clear about how you will communicate with each other in the event team – is it via email, Facebook, text or in person? How often will you meet to discuss the event and update each other on what tasks have been achieved?

3. BUDGETING

Think carefully about how you can maximise your fundraising activities whilst minimising the amount of expenditure you have to lay out to make an event happen.

The general rule is that for every £1 you have in your budget, you should look to raise £4.

You may wish to think about ways to minimise your expenditure by asking:

- A venue to donate space for free or suggest a donation for entry to an event.
- For donations for food and raffle prizes from local businesses or employers.

- Friends, family and supporters if they know anyone who could provide entertainment for free, such as local bands, magicians, choirs etc.

An excellent place to obtain information about running an event is the Government Cabinet Office website.

Visit: <http://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events>

This guide gives some great advice about running an event, in particular deciding on a realistic budget.

There are many things that you may think of doing that will involve up-front costs to the organisation that you will have to meet:

- equipment hire
- decorations
- entertainers
- prizes
- refreshments
- transport
- phone bills, postage and other administrative costs
- insurance
- volunteers' expenses
- first aid equipment and provision
- fees for licences and permissions

You need to carefully plan how you are going to meet these costs. You might for example:

- charge an entrance fee
- look for grants or sponsorship
- ask for voluntary donations
- run a raffle
- sell refreshments
- operate money-making sideshows and stalls
- charge stallholders and/or catering suppliers

Be realistic. It's better to underestimate income and slightly overestimate costs.

4. PRACTICAL CONSIDERATIONS

You will need to ensure that your event complies with any Health & Safety regulations. In addition, there may be rules and regulations that are set by the different Local Authorities and Councils that are concerned with public order and safety.

Make sure you allow yourself enough time to check all the permissions that you might require prior to running an event.

Here are some of the essential things to think about as you start planning and organising things:

Do I need a licence to hold my event?

You will need to check with your Local Authority about licences. You may need to obtain a special licence in advance for things like live music, entertainment, street collections, road closure permits and the sale of food. For some types of activities you may need to check with Trading Standards.

Health & Safety first

You will need to do a comprehensive risk assessment to identify any hazards and look at how you will evaluate and reduce the risk.

A sample risk assessment for a public event and a blank copy of this form can be found in this pack.

Insurance

You may also need to consider if you need to take out insurance or if the current Ambient Support Public Liability Insurance covers you for holding an event either on site at a Ambient Support service, scheme or project or off site at a public venue.

As a rule of thumb, you will need to check this with the Director of Finance & IT at Ambient Support.

Entertainers & Acts

Where activities are planned that involve the use of external entertainers, the manager needs to ensure that they obtain a copy of the individual's or act's 3rd parties public liability insurance certificate.

A copy of this certificate should be retained and held with the authorised copy of the Event Planning form. Managers need to check that the certificate is in the name of the entertainer or act booked and that it will be valid for the date of the event.

First Aid

You will need to ensure that you have trained First Aiders on site when you hold your event and that the First Aid point is visible. For larger events you may ask a first aid organisation such as the Red Cross or St John Ambulance to attend.

Accessibility

When considering a venue for an event you may need to ensure that it is accessible for people with a disability. You may also wish to consider if the venue has good parking and transport links for the people that may wish to attend an event and support your fundraising efforts.

Food or Refreshments

Providing food, snacks and cakes can be an easy way to make some money and raise funds. If you are providing food at an event, you must check with your local council the rules and regulations for food hygiene and preparation. If you sell food, this will be deemed as 'trading activity' and has a number of legal implications for the organisation. As a rule of thumb, it is best to 'suggest' an amount of money to be donated if you supply drinks, food or refreshments.

Photography

You may well want to take photographs or film your event.

You should put up signs informing people that they might be photographed and giving them the choice to opt out if they wish. This can be achieved by supplying coloured stickers to people as they sign in so that a photographer knows which people he can take images of.

If possible, it is best to get photo consent forms signed in advance. The organisation's standard **Photo Consent form** may be found on the staff intranet. You must have permission to use people's photographs in any publicity or before you share images on social media.

Running a Raffle

There are strict rules about offering raffle prizes at events.

It is always best to check these well in advance to ensure that you comply with the latest regulations.

For simple raffles you need to remember to charge a standard price for each ticket and to draw the name of the winner before the event is over.

Visit the Gambling Commission website for the latest information: <http://www.gamblingcommission.gov.uk>

Collections

If you are collecting donations on private property that does not belong to Ambient Support (e.g. a supermarket) you must get written permission from the owner or manager to do so. This letter of authority will have to be kept with you whilst you are on their premises.

To collect funds in a public place (e.g. in the street or at an event) you will probably need a licence from your local council. You should make sure you check well in advance as licences can take a number of months to come through.

We will not allow schemes or projects to do door-to-door collections.

And finally, don't forget that anyone collecting money in a public place must be over 16 years of age and carry ID.

5. PUBLICITY & ADVERTISING YOUR EVENT

There are lots of other ways of publicising an event and your fundraising activity.

You will need to think about who it is your publicity is trying to reach. Think about where people are most likely to see any publicity and what might attract them to attend your event.

It is always best to get details out as early as possible even if it means putting out a 'Save the Date' type notice, followed up later with a notice with more detail.

The Marketing Team at Ambient are here to help and can support you by creating and supplying posters, flyers and other materials to promote your event. Every item of literature that is put out into the public domain should have the correct branding and identify the organisation as a charity.

Please contact Marketing for support on: 0208 313 9725 or email: yasmin.hatfield@ambient.org.uk

As well as creating posters, flyers and banners there are other things to think about to promote your event:

- Think about how posters and flyers can be distributed locally at community and public venues.
- Set up an event on your scheme or project's Facebook page or contact the Ambient Support Marketing Team who can add details to the main company Facebook page. Ask your staff teams to share this post on their personal social media accounts.

- Make contact with the local paper and see if they would like to send a reporter on the day. Many local papers also have a 'What's On Section' on their websites where you can add your event.
- You might also contact your local Community Newsletter, special interest group, Parish or Faith Group magazine and ask them to publicise details of your fundraising activity.
- Contact local businesses and organisations that you work with and ask them to share details of the event with their stakeholders.

6. FINAL CHECKS

Shortly before the event you will need to run through the details of your event to ensure that you have covered as many eventualities as possible. You will need to run through things such as:

- Key roles and responsibilities on the day. Who is doing what and when?
- Have you got enough staff and volunteers to cover the whole event? This also needs to include clearing up and litter picking.
- Have you copies of all written permissions, licence and consent forms?
- Who is responsible for managing money on the day and will you need change and cash to be used as a float?
- What happens if it rains, a key person goes sick or there is an incident which means the event cannot go ahead at the last minute? How will you let people know?
- Is there equipment to collect or store? Who will be responsible for both collecting and returning this?

7. ON THE DAY

Enjoy the day after all of the hard work you and your team have put in to make it happen!

Try to take some photos at the event and gain some feedback from participants, volunteers and staff. This will mean that you have a further opportunity for publicity after the event has happened.

Make sure you pay the funds raised into the bank as soon as possible!

8. EVALUATION

It is important to evaluate how your event went. Did it meet the overall objectives that you set out at the beginning of the planning process? Did you raise awareness of your scheme or project, did you raise money?

Have a wrap up meeting with your team and discuss what went well and what could have gone better.

Make sure you complete the Event Evaluation form and send it through to your Regional Manager and the Marketing & Communications team.

This will help us share best practice across the organisation and inform how we develop fundraising activity in the future.

Event Process Chart

STEP 1: Event Summary Planning Form & Risk Assessment

Make sure you have filled out your '**Event Summary Planning Form**' outlining the kind of fundraiser you hope to do and your '**Risk Assessment.**' Then send it to your Regional Manager and Marketing & Communications to await Fundraising Event approval. This process must be carried out for all Events and forms sent for authorisation a minimum of 4 weeks in advance.



STEP 2: Define Responsibilities

When your fundraising event has been approved fill in the '**Defining Responsibilities**' Form so that all staff and volunteers are aware of their tasks and responsibilities prior to the event. Ensure you have also planned for contingencies and check for licences and approvals that you might need. Use the '**Event Checklist**' to help with this.



STEP 3: Event Promotion

Ensure that you have sought assistance from Marketing and promote your event as widely as possible to let people know it is taking place.



STEP 4: Fundraising Summary Sheet

If at your event you have fundraised complete the '**Fundraising Summary Sheet**' and send to the Financial Controller as soon as you have paid the money into the bank.



STEP 5: Event Evaluation Sheet

Fill in the '**Event Evaluation Sheet**' within one month of holding your event and send copies to your Regional Manager and Marketing & Communications.

Event Summary Planning Form

This form must be completed and authorised a minimum of 4 weeks in advance of your planned event.

This completed form should be emailed to your Regional Manager for authorisation to hold the event together with your event Risk Assessment.

This form should also be emailed to

Marketing & Communications: yasmin.hatfield@ambient.org.uk

Event Organiser Name:	
Email Address:	
Name of Scheme or Project:	
Telephone Number:	
Date of Event:	
Time of Event:	
Type of Event:	
Venue:	
General aim of Event:	i.e. Raising awareness, Raising Funds, Educational
If you are fundraising: what is the purpose for which funds will be raised?	

If you are fundraising: how much do you hope to raise?		
Who will attend this event?	i.e. Residents, Clients, General Public, Health Professionals	
How will you promote the event and what marketing materials will you need?		
Budget estimate:		
Signature Event Organiser:		Date:
Signature Regional Manager:		Date:

Event Risk Assessment

Name of Scheme/Project:	Rose Court	Date of Risk Assessment:	10/7/17
Name of Event:	Summer Fete	Date of Event:	3/9/17

Author:

What are the hazards?	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to control this risk?	Action by whom?	Action by when?	Done
Slips, trips and falls.	Clients or visitors may suffer injuries such as fractures or bruising if they slip or trip.	Car park surface maintained to be as even as possible. Parking spaces for visitors with disabilities to be available near the entrance. Good lighting in car park. Clear up any spillages immediately. Mats at entrances to stop rainwater being carried in. No storage in corridors. No trailing electrical leads or cables.	Surface to be inspected regularly.	Regular visual checks by managers. Three monthly audit by Managers.	Quarterly.	
Vehicle Movement.	Pedestrians could be struck by cars entering or leaving car park.	Entrance/exit to car park clearly marked. Car parking controlled by staff wearing high visibility vests. Car park well lit. Separate entrance and exit routes for pedestrians, separated from vehicles. Limit vehicle movement during the event.	Apply 5mph speed limit in car park and put up signs. Issue visitors with information about car parking arrangements prior to the event.	Managers and event team. Admin team prior to event.	Pre-event planning stage.	
Electricity.	Users risk electric shock or burns if electricity is used unsafely outside.	Only 'orange' outdoor extension cables connected to a circuit breaker/RCD to be used in the garden. Pre-use check by users of any equipment. Cables to be covered/taped down.	No Electricity to be used outside in the event of rain. Staff to know how to switch supply off in an emergency.	Managers and event team. All staff supporting stalls.	At the event.	
Manual Handling.	Muscular skeletal and other physical injuries.	All staff trained in manual handling. To work in teams under supervision when setting up tables and stalls. Trolleys to be used to move any heavy equipment.	No.	Managers and event team.	At the event.	

Fire.	Anyone could suffer fatal injuries from smoke inhalation/burns.	Site has a fire risk assessment. All staff trained in fire safety. Staff briefed on how to raise the alarm and evacuation procedures. No smoking event. Site kept tidy and clear of rubbish. Careful supervision of BBQ and means to fight fire.	Ensure all visitors are made aware of evacuation procedures for the event.	All staff.	At the event.	
Hot Weather.	Anyone could suffer sunburn/sunstroke if out in the sun for too long without protection.	Staff and clients to be encouraged to wear hats and sunscreen.	Ensure sunscreen and hats available.	All staff.	At the event.	
Overcrowding.	Unsafe access/egress. Fire evacuation hindered.	Maximum number of attendees established. Ensure adequate space, circulation routes and emergency exits. Designated entrance and exit routes. Adequate staff supervision. Agreed emergency procedures in place.	Event lead to monitor numbers on the day.	Event lead.	Pre-event planning stage.	
Un-authorized access/security breaches.	Theft. Contact with vulnerable clients.	Clearly designated access routes. Lock areas of building not in use. Mark areas as out of bounds. Adequate staff supervision.	All staff to be briefed regarding security. Nominated staff to monitor on the day.	Managers and event team.	Pre-event planning stage.	
Inadequate welfare facilities.	Staff, clients and Visitors.	Clear signage indicating which toilets are available for visitors to use.	Monitor attendance numbers on the day.	Event lead.	At the event.	
Supplying food and drink.	Staff, clients and visitors. Poor standards of hygiene. Physical contamination. Incorrect storage of food. Poor temperature control. Scalds from urn/kettle and hot drinks.	All staff involved in food preparation and serving to follow food hygiene guidance including good personal hygiene, safe transport and storage of food.	BBQ. Thaw food before cooking. Keep meat in fridge until needed. Small portions cooked evenly and thoroughly. Keep cooked and raw food separate. Access to hand washing facilities.	Cook or designated lead staff member.		

This is a sample risk Assessment and not a generic risk assessment that you can put your name on and adopt. This would not satisfy the law and would not be effective in protecting people. Please create your own Risk Assessment on the blank template that follows.

Event Risk Assessment

Name of Scheme/Project:		Date of Risk Assessment:	
Name of Event:		Date of Event:	

Author:

What are the hazards?	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to control this risk?	Action by whom?	Action by when?	Done

Event Checklist

Activity/Task	Tick	Date	Initials	Comments
Completion of Summary Planning Form				
Initial Planning Meeting				
Recruitment of Volunteers				
Task/Activity List				
Setting of Budget				
Equipment Hire				
Donations/Prizes				
Entertainment/Acts Booked				
Entertainment/Acts Public Liability Certificate				
Insurance Cover				
Risk Assessment				
Event Licence				
Entertainment Licence				
Music Licence				
Food Certificate/Licence				
Permissions for Collections				
Road Closure Permit				
First Aid				
Raffle Regulations/Rules				
Photographic Consent				
Posters/Advertising				
Social Media				
Local Paper/Other Partners				
Roles on the Day				
Litter Picking/Packing Up				

Money Collection				
Contingency Plans				
Collecting Feedback on the Day				
Wrap up Meeting				
Paying Money In				
Event Evaluation Form				

Please note that this is not an exhaustive list and there may be other things to consider dependent on the type of event you are planning to hold.

Event Evaluation Sheet

Event Organiser Name:	
Name of Scheme or Project:	
Telephone Number:	
Date of Event:	
Time of Event:	
Name of Event:	
What were the general aims and did your event meet these?	
Were there any unanticipated impacts that your event had?	
How many people were invited?	
How many people attended?	
How many volunteers took part?	
Cost of running this event:	
Other costs?	Please consider the amount of staff time; costs of backfilling for staff to cover
If you fundraised: How much did you raise?	
Actual spend:	

What went well?	
What could have gone better?	
Lessons learned:	

This completed form should be emailed to your Regional Manager within one month of the event being held.

It should also be emailed to Marketing & Communications: yasmin.hatfield@ambient.org.uk

PAYING IN MONEY RAISED

Congratulations

on completing your event and thank you for all your exceptional efforts!

- You will need to collect and count the money that you have raised.
- Complete a copy of the **Fundraising Summary Sheet** so that funds can be paid into the correct account for your scheme or project and then return this to the Finance department.

To transfer your raised funds via internet banking you may do so with the following details:

Bank: Barclays Bank Plc
Account Name: Ambient Support Limited
Account Number: 90469270
Sort Code: 20-36-47
Branch: P.O.Box 544, 54, Lombard Street London EC3V 9EX

After you have transferred funds please ensure that you still complete and return the Event Summary Sheet.

Finally – don't forget to say thank you to all the people that have supported your fundraising efforts and let them know the total amount of money that you raised.

You can also encourage your supporters to like Ambient Support and your scheme or project on Facebook – so they can keep up to date with all our activities.

Fundraising Summary Sheet

Please return this form to:

Attention: Financial Controller.

Finance Department, Ambient Support,

Unit 9, Bourne Court, Unity Trading Estate,

Southend Rd, Woodford Green, Essex, IG8 8HD

Event Organiser Name:	
Name of Scheme or Project:	
Telephone Number:	
Date of Event:	
Time of Event:	
Type of Event:	
Venue:	

Please tell us which cause, scheme or project you would like the money you have raised to go towards. (If you do not have a preference, we will divide the money you have raised equally between good causes.)

--

Total amount raised:

£

Please tick applicable boxes:

I have enclosed a cheque:

I have transferred money electronically:

Any other comments:
(please continue on separate sheet)

--

SUPPORT & QUERIES

We would love to hear about how your fundraising is progressing, so please don't forget to keep in touch!

You can let our Marketing & Communications team know how you are getting on by emailing yasmin.hatfield@ambient.org.uk

If you wish to discuss any aspect of your fundraising activity or need our help, then please contact Davina Sellick on 0208 313 9725.

Any queries with regard to legal matters, insurance and finance then please contact roy.quiddington@ambient.org.uk

