

## **Fundraising Guidance: FAQs**

The rules around fundraising are important for student groups to understand, as they relate directly back to the Students' Union's status as a registered charity. To help you understand some of the key issues, we've produced a simple FAQs document that should answer any questions that you have.

As with any process, if you have a question that is not answered below – please come and talk to us, and we'll be able to answer it.

### **1. Can student groups fundraise?**

The answer is yes. But before we talk about the specifics, it's important we clarify exactly what this means.

If individuals are fundraising by themselves but happen to be part of a club or society, they are doing this completely separate from the group. This means they should ensure any communication makes it clear it is the individual (or individuals) undertaking it, and should not use group resources to actively promote it – for example using email distribution lists, or social media accounts belonging to the specific group. This means you are still free to post things into Facebook groups, or message people individually – but only if the group in question is happy for you to do so. No money should flow through the group's bank account with the Students' Union.

If the group itself has decided to fundraise (normally via a committee decision), then a number of other issues are important to consider.

### **2. Can student groups fundraise for themselves?**

Student groups often forget that you are part of a registered charity, and are therefore able to undertake fundraising activities to generate income for yourselves. Think back to local sports clubs, amateur dramatic groups or even community groups – all of these types of organisation regularly hold events or seek sponsorship to pay for their activities.

### **3. What are some of the general rules?**

With this type of fundraising activity, the three golden rules you need to consider are:

- i. Let people know exactly what you are fundraising for. If you are explicit that it's for a particular trip, item or activity, then money raised can only be used for that. Any easy way to get round this is to keep your communication generic, for example state you are simply "fundraising for yourselves, and will use it to pay for things like X, Y or Z". This means you have the ability to choose how to spend the money dependent on how much you raise.
- ii. You can only fundraise for your core purpose activities – for example, those things directly related to what the group is there to do. This includes things like equipment, transport, performances or tours (where sport is played). It does not include general socials.
- iii. You should factor in any costs associated with your fundraising activities, to make sure these are covered. In some circumstances, for example bake sales, people might be happy to pay for the ingredients themselves. That's fine, but you need to be clear on this before you undertake the activity. Where group funds are being used to pay for items that you will use to fundraise for yourselves, come and talk to us first so you don't break any rules.

#### **4. Can student groups fundraise for others?**

Absolutely. It's very common for student groups to fundraise for other charities, and students have a long history in doing this.

What is important to note is that you might hear individuals describing this as 'one charity giving money for another' which is (largely) not permitted under English charity law. The difference here is that the fundraising activity itself benefits you as students – for example creative thinking, project management and team leadership. In the eyes of the law, the money that is generated from the activity is actually irrelevant – although we know that's often the most important reason for lots of you.

The three golden rules for this type of activity are:

- i. You should seek guidance from the organisation you are raising money for on what communication you put out. They may wish you to use specific publicity that talks about a specific campaign, or they may want you to use generic language. Ask them early on what is best, and have a key point of contact in their organisation.
- ii. You must ensure that your group resources do not subsidise the fundraising activity. This means you should not use any money collected by your membership fees or grant from the Students' Union to pay for any ingredients or items used – as there is a risk you may not make the money back, and in this case, it would therefore be the same as 'one charity giving money to another'.
- iii. You should use the banking facility with the Students' Union in exactly the same way as you would for any other activity. We'll then handle paying in, and donating it to the charity as part of the service we provide you. This ensures there are no issues with accusations of missing payments, and creates an accurate record of what has happened.

#### **5. Can student groups fundraise for a mixture?**

Again, absolutely the case. In fact, we'd strongly encourage you to do this, as it often resonates very well with both other students and the general public. In this case, you should generally follow the golden rules that are applicable when you are fundraising for another charity – although there are some cases where your group resources may be able to cover costs ahead of the fundraising activity (you'll need to come and discuss this with us). It is really important you make it very clear in your communication how much money will go to yourselves, and how much to the other charity – our suggestion would be to declare a specific percentage.

#### **6. What types of activities can student groups put on to fundraise?**

Well, this really comes down to what type of student group you are, what you think will be effective, and what you are able to put on. Common activities included sponsored runs, bike rides, 24 hour dance-a-thons, 48 hour broadcasting records, and the classic bake sale.

If you are physically fundraising off campus with the general public, there are lots of local rules and regulations we need to factor in – so you'll need to speak to us directly before you do anything.

#### **7. What is RAG?**

There is a long history of students raising money for charity, and in years gone by, this was labelled 'Raising and Giving' – which you might think of as a club or society in its own right. Over the past ten years the trend has changed, and most students now do this activity within other clubs and societies. Because of this, RAG doesn't operate as its own entity anymore.