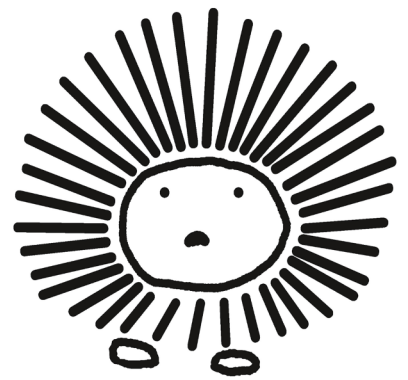


Donation & Fundraising Guide



Registered with
**FUNDRAISING
REGULATOR**



EAST SUSSEX
WRAS
WILDLIFE RESCUE

Reg Charity 1108880

www.wildlifeambulance.org



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Background

East Sussex Wildlife Rescue & Ambulance Service (WRAS) is an award winning community charity which was first established as a community group in 1996.

The organisation registered as a charitable company in 2005.

WRAS is not a government funded service nor is it part of or funded by the RSPCA or Sussex Wildlife Trust.

East Sussex Wildlife Rescue relies on donations, fundraising, standing orders, legacies and the occasional small grant.

Raising funds to help pay for the service we provide is essential to ensuring we can continue our life- saving work.

It amazes me how many people have got behind the charity I started so many years ago. They have been my inspiration to keep pushing forward, growing the organization, and expanding our facilities so we are now able to help over 5000 casualties a year.

Thank you so much for your support!

Trevor Weeks MBE

Founder of

East Sussex WRAS

This document sets out everything you need to know in order to help ensure that we meet the requirements of the Fundraising Regulator as well as ensuring that you and the charity stays safe.

We want you to enjoy supporting WRAS and your fundraising event and this document will help guide you in the right direction and help prevent fundraising mishaps.





FUNDRAISING FOR WRAS

Thank you for thinking of raising money for WRAS!

We want your event to be fun and successful and avoid any problems. There are numerous laws and regulations relating to fundraising which can make it a bit of a mine field at times. These guidelines may seem quite daunting at first, but most of it is about being open, honest and respectful. Please feel free to contact us on 01825-873003 and ask to speak to Trevor Weeks if you have any concerns or questions.

All fundraising must meet the requirements of the law. Fundraisers must be open with the public about their processes and must be willing to explain (where appropriate) if they are asked for more information. Fundraisers must act with integrity and must not mislead the public about the cause they are fundraising for or the way a donation will be used. Fundraisers must demonstrate respect whenever they have contact with any member of the public.

The Fundraising Regulations states that we need to ensure donors are aware of the type of fundraising which is taking place. These are generally "in aid of" or "on behalf of".

"In Aid of": This is where people arrange and run an event independently of the charity and donate the profits to charity. This could be someone setting up a just giving page for a sponsor event or holding a coffee morning or dog show where the profits are donated to our charity.

"On Behalf of": This is where people arrange and run an event as part of or representing the charity. This could be someone running, helping at or involved in WRAS's Unusual Quiz Night or manning a stand at a village fete as an official WRAS representative.

It is important that donors are not misled so please choose the wording of your event carefully to avoid confusion.

In order to proceed with any fundraising activity it is essential that you read this document and abide by these guidelines.





USING COLLECTION TINS IN SHOPS OR AT EVENTS

Collection tins are a valuable method of raising funds.

They can be used in shops to collect loose change or at events to take donations.

A licence may be required from the local council to collect money in a public area. It is normal for them to set restrictions on approaching and speaking to the public, as well as prohibiting making a noise with or rattling a tin. When collecting on private land you need the landowners permission.

Only authorised persons with a valid WRAS photo ID card are permitted use a collection tin in public.

WRAS will ask you to sign out any collection tins you use and agree to certain terms and conditions to ensure we meet the required fundraising standards and protect you, the charity and the donated money.

Hundreds of collection tins are stolen in the South East of

England every year so careful thought should be given to security when deciding where to place the tin.

All our tins have securing point where chains or cable ties can be attached to the base. We can provide cable ties on request.

Tins need to be visible but not easy to pick up and remove without the theft being seen. Locations by tills should be considered to help with security as this reduces the risk of theft.

If you have CCTV ensure this covers the area where the collection tin is placed.

To protect yourself from any allegations of theft or fraud, please do not open the tin or damage the seal. You must not open the tin to give change.

It is important that tins are not opened at any time and that the seals stay intact

Once full or you have finished with the tin please return the tin,

with the seal intact, back to WRAS.

The tin will be placed in a safe and only opened once there are two authorised persons who can check and count the content to ensure the donation is secure at all times.

We can only provide a receipt once this has happened so please ensure the details on your Collection Tin Agreement are correct when returning the tin to WRAS.

We can provide a certificate of thanks for display on request in addition to a receipt.

Collection tins remain at all times the property of WRAS. If your tin is stolen please report this to your local police and to WRAS straight away. If damaged or the seal becomes broken report this to WRAS for investigation.

Remember that when using a collection tin at any location or event you must abide by our Fundraising Code of Best Practice.



SPONSORSHIP EVENTS

Anybody can set up and run a sponsored event. There are so many different ideas to choose from. Choose something you are good at or interested in, or go for something which is out of the norm and a bit challenging, but be careful not to over stretch yourself or set unrealistic goals.

The event could be a sponsored run, walk, cycle, swim, climb, silence, cake bake, bungee jump, parachute, sky dive or something more unusual or challenging like a sponsored ice bath, a run in fancy dress, a leg wax, board game, computer game, photo shoot, joke telling, car wash or trampolining challenge.

We have registered with a number of online platforms which can be used to host sponsored events. These include:

- Just Giving
- Facebook Fundraising
- Paypal Giving
- Go Fund Me

If you find an alternative platform you would like to use please get in touch with us.

Using online platforms like these help reassure those donating that their money is going to the charity stated and these platforms automatically provide receipts and many also automatically claim the gift aid on WRAS's behalf.

You can use paper sponsorship forms. A template is available to download from our website at <https://wildlifeambulance.org/donate/fundraising-guide>. If you choose to design your own please ensure our logo is present, our registered charity number 1108880 and our registered address is listed as East Sussex WRAS, 8 Stour Close, Stone Cross, Pevensey, East Sussex, BN24 5QU. The pages need to be numbered to show accountability. This should be written as "Page # of #". All forms need to be returned to WRAS along with the total amount listed on the forms.

It is important that you keep all donations you receive secure and do not use this money to fund or pay the costs of the event. WRAS is not able to fund entry fees or the costs of setting up and running your sponsored events.



EVENTS IN AID OF WRAS

Another valuable way of raising money for WRAS is via organised events where the profit is donated to our charity but not run by our charity.

This could be an open garden where people pay to look round, you run a raffle and sell coffee and cakes for example.

Other events could be a stall at a village fair, a talk, games night, an exhibition or guided walk.

It is important to be clear about what is being donated to WRAS and vital you do not mislead anyone.

Promote what you are doing by saying that "the proceeds of the event" are being donated to East Sussex WRAS, and ensure at no stage do you claim to be from or a representative of East Sussex WRAS.

If you collect donations this must be in a sealed container and 100% of the donations must be passed onto WRAS and no deductions made.

Entry fees, items purchased, like tea and coffee, can be used to help fund the cost of your event and your initial outlay. You can also sell goods and services but make sure it is clear how much of a contribution is being made to WRAS from each sale.

Be aware of the risk of money being stolen and keep money as secure as possible. When counting up at the end please have an unrelated friend or colleague present as a witness to avoid any allegations of fraud.

Being open and transparent is essential to ensuring you don't get into trouble.

After such an event please ask WRAS for a receipt and Thank You Certificate which can be shared with friends and those involved to acknowledge how much has been raised.

RAFFLES AND TOMBOLAS

Games of chance like raffles and tombolas can be surprisingly fun and raise serious amounts of money.

Raffles are where you have a list of prizes and, after a deadline, tickets are randomly selected and assigned prizes.

Tombolas are instant wins, where you match the ticket with a displayed prize showing a corresponding ticket number.

Other similar types of games of chance are also guess the number of sweets in a jar, the weight of a cake, the number of balloons in a car or the name of a teddy bear!

Online Raffles. There are now several online platforms which operate online raffles. We have used <https://go.rallyup.com>, but there are others available. You just need to ensure you set up East Sussex WRAS as the charity normally by searching for our name or registered charity number 1108880.

Raffles at private locations run just throughout an event selling tickets to visitors can normally be done without a licence using cloak room tickets. If you wish to advertise and run a raffle more publicly selling tickets over a longer period of time then you may well need a lottery licence from your local council.

East Sussex WRAS has a lottery licence and is registered with Wealden District Council. Please speak to us if you would like to run a more public raffle as we may be able to work with you in setting up such an event and ensuring it is all legal and official using printed raffle ticket books. With an official raffle you must record what happens to all ticket numbers noting how many have been handed out and where, how many sold and how many returned unsold.

Where possible try to get prizes donated. If you intend to use any of the ticket sales to cover the costs of prizes you should state what percentage of the ticket prize is being donated to charity.

Please do not mix general donations, sales money and raffle ticket money to avoid an confusion over how much has been raised.

For security use a lockable cash tin and keep the tin out of arms reach so it can not be stolen. As before, when counting up money ensure you have an unrelated friend or colleague present as a witness to avoid any allegations of fraud.





STREET COLLECTIONS

Street collections or collections outside of a shop or in a town centre can only take place with the land owners permission and may require a licence from the local council.

East Sussex WRAS organises such events from time to time when there are sufficient volunteers available to do so.

Such events normally have to be run directly by the charity with collectors officially representing the charity but there are some exceptions, so please speak to WRAS.

The council or property owner normally issue quite strict requirements and guidelines for undertaking such events. This often includes not talking to passers by unless they initiate the conversation with you first. Many sites do not allow the shaking or rattling of tins to generate donations.

As mentioned earlier sealed tins must be used at all times and tins should be kept as secure as possible.

Thought should be taken on the best places to stand to maximise donations but also balanced with how secure the location is and the risk to those collecting money.

Under no circumstances must you take money from the tins to pay those collecting, use the money to reimburse expenses, open the tins to give change, refund any donations made or use personal money to reimburse people or issue an IOU.

People donating into a collection tin do not need to receive a receipt for their donations.

Please ensure you read the Fundraising Code of Best Practice before asking for donations.

USING POSTERS AND OTHER PROMOTIONAL MATERIALS

The more you promote your event the more funds you are likely to raise.

Please contact WRAS if you would like to use our logo to help with the promotion. You may use the Fundraising Regulator Logo if your event meets their code of use.

As mentioned on page 3 it is important to distinguish between events which are run by WRAS and those where money is being raised on behalf of WRAS. Also make clear how WRAS will benefit. This could be that all profits from the event are being donated to WRAS or just particular items like sales of refreshments or that you will be having a collection and asking for donations. To avoid any confusion or misunderstanding please ensure this is clear.

If you would like to use any photos seen on our website or social media in your posters or display, please contact us for permission. This is generally not a problem but please ask in advance as we may be able to guide you towards better images.

If you need help with the design of the poster please get in touch.

DATA PROTECTION ACT

If you are taking any personal information like a person's name, address and phone number it is important that you treat this information confidentially.

Under the General Data Protection Regulations (GDPR) it is legitimate to make contact with people when using someone's personal information for the purposes in which it was given out. This would include informing someone they have won a prize or raffle for example. Using the information for any other purpose would be a breach of the GDPR.

All personal information must be kept safe, secure and disposed of in a safe and secure manner afterwards once no longer needed.

For more information on the requirements of the GDPR and data safety go to the Information Commissioner's website:

<https://ico.org.uk/your-data-matters/>





ENSURE YOUR EVENT MATCHES WRAS'S ETHOS

Although WRAS cannot stop anyone from raising funds and donating the profit, WRAS does have a responsibility to ensure the method used does not breach or clash with the aims and objectives of the charity.

In a nutshell, WRAS's aims are to promote humane behaviour and treatment of wildlife.

Please try to avoid using live creatures - mammals, birds or reptiles - including any wild, domestic or farm animals as part of your event. We are aware that such events attract crowds and can help raise money, but they often lead to complaints if the welfare of the creatures involved is not taken seriously and high levels of care and concern for the animal's welfare are not demonstrated. If you do please avoid any action which could be deemed to be stressful, cruel, painful or a breach the five freedoms of the creatures involved.

Under the Animal Welfare Act owners and keepers have a duty of care to their animals and must make sure they meet their needs (the five freedoms) :

- for a suitable environment and place to live
- for a suitable diet
- to exhibit normal behaviour patterns
- to be housed with, or apart from, other animals (if applicable)

- to be protected from pain, injury, suffering and disease.

For example, if you organise a dog show, ensure that there are shaded areas so dogs are not being kept in the sun for long periods of time. Ensure there are multiple water stations for the dogs available and that no one leaves a dog in a hot car. Ideally leave these for milder months.

We would avoid the use of bird of prey displays where birds are tethered and kept in direct or indirect sun like in a marque in hot weather.

Although we appreciate you may not be vegetarian or vegan, many people who support animal charities are. So try to take this into consideration when deciding what refreshments options you provide.

Your event should follow WRAS's ethos of being kind, considerate and respectful to all other living creatures including fellow humans.

Events should avoid being political in nature and anti-any sector of the community through race, gender, religious belief, disability, sexual orientation or any other protected characteristic.

If you are in any doubt about any activity you are planning please get in touch with WRAS to discuss the best way forward.



COMPLAINTS

Should anyone raise concerns about the fundraising activity you have organised, please deal with it in an open, honest and respectful way.

Please inform WRAS at the earliest opportunity as this may require WRAS to investigate further.

The person making the complaint can contact WRAS direct if they have concerns.

You and / or the complainant can contact our Operations Director, Trevor Weeks. This is best done via e-mail to trevor@eastsussexwras.org.uk.

PAYING FUNDRAISERS

WRAS does not have any paid fundraisers and relies on the generous help and support of the public and its existing staff and volunteers.

100% of all donations must be forwarded to WRAS. When raising money for WRAS you must not pay the persons raising money, or give commission, out of the donations you receive. You are entitled to pay people a reasonable amount out of the proceeds taken at an "in aid of" event as long as it is clear only the profits and/or donations from the event are being donated to WRAS.

USE OF FUNDS

Donations must be used for the purpose for which they were given.

If whilst collecting donations someone wants to specify how a donation is used please ask them to contact WRAS before they make the donation. WRAS is unable to apply donations for specific purposes after the donation has been accepted.

If you want to raise money for a specific purpose please run this by WRAS first and then ensure the purpose is made clear on all promotional material and on the collection tins the purpose of the donations being made.

Do not mislead people over how the donations will be used.

You must not ask for funds for a purpose that does not exist or fit within WRAS's charitable purposes.

Please do not encourage people to donate by offering benefits you do not have the power or authorisation to make. Ensure that the benefits are appropriate in the circumstances and that the benefits are proportionate to the size and frequency of the donation.

Please be aware that gift aid cannot be claimed on any donation where the donor receives any form of benefit.

Fundraising Code of Best Practice

East Sussex WRAS is registered with the Fundraising Regulator. All fundraisers and volunteers need to be aware of and abide by the following code of Fundraising Practice.

The points below are not the entire code which can be found at: www.fundraisingregulator.org.uk/code

- While fundraising, you must not act in any way that might reasonably cause members of the public to be or become startled or anxious; act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty; nor act in any other way that a reasonable person might consider would damage the charitable institution's reputation.
- You must avoid causing an obstruction, congestion and nuisance to the public. You must not deliberately block the path of members of the public.
- You must not unfairly criticise or insult other people or organisations. Nor encourage donors to cancel or change an existing donation in favour of a donation to another charitable institution.
- Reasonable persuasion is allowed, but fundraising must not be unreasonably intrusive on a person's privacy, nor be unreasonably persistent nor place undue pressure on a person to donate.
- If someone clearly indicates they do not want to speak to you or make a donation you must not continue to ask for support, and must end the





conversation in a polite way.

- You should not use any misleading information, nor use information that may mislead people either by leaving out information or by being inaccurate or ambiguous or by exaggerating details.
- You should not take advantage in any shape or form of a donor or mistakes made by a donor.
- You should never give financial advice, this must be sought from an independent financial advisor.
- Donors should always be treated with respect, compassion, equality and fairness.
- You should take into account the needs of any donor who may be in vulnerable circumstances or need extra care and support to make an informed decision. Seeking support from a carer may be necessary to ensure a fully informed decision is made before the person makes a donation.

- You must not take a donation if you know, or have good reason to believe, that a person lacks capacity to make a donation, or is in vulnerable circumstances which means they may not be able to make an informed decision, considering any physical or mental health condition, any disability, learning difficulties, stress or anxiety (death of a loved one / redundancy etc), whether the person lacks the ability to sufficiently care for themselves or leave them in hardship, how well the person can communicate and understand what they are being told, whether under the influence of alcohol or drugs or the persons age.
- You must be clear, honest and open about how donations will be spent and about the activities of the charity.
- You must be accountable and responsible.



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Your support makes a huge difference to the wildlife of East Sussex

Your donations have helped us buy essential veterinary equipment like X-ray machines, processors and ultrasounds to ensure a quick and efficient diagnosis and fast treatment of casualties.

HOW YOUR FUNDRAISING COULD HELP!

- | | | | |
|------|---|---------|---|
| £15 | - Pays for the cost of an X-ray. | £750 | - Buys a specialist incubator. |
| £20 | - Covers the costs of a large crate of cat food. | £1500 | - Pays for the purchase of an outdoor rehabilitation pen. |
| £50 | - Buys a 10ml bottle of injectable pain relief which will last up to a month. | £3000 | - Buys a set of reach and rescue poles and equipment. |
| £75 | - Fills one of our Technical Rescue Ambulance's with a full tank of fuel. | £7000 | - Buys a years worth of veterinary medication. |
| £100 | - Would purchase a months supply of animal bedding. | £15,000 | - Would buy a replacement Veterinary Ambulance. |
| £300 | - Buys a water rescue dry suit. | £20,000 | - Pays for the services of a part time Veterinary Surgeon for a year. |
| £500 | - Would buy a rescue kayak. | | |

These figures are for examples only and to demonstrate the type of items which could be funded by your event. If you would like to raise money for a specific piece of equipment please contact us in advance.



DRIVEN BY VETERINARY SCIENCE.

Our number one goal is to prevent suffering of wildlife. We have always been proud to work closely with wildlife-friendly vets and other specialists to ensure we provide professional help and assistance to all native wildlife, regardless of its conservation status.

To make a donation please call 01825-873003

or visit

www.wildlifeambulance.org

Reg Charity 1108880



**VETERINARY
AMBULANCE**

TRANSIT

CV60 UVZ

Reg Charity Number: 1108880

www.wildlifeambulance.org

Reg Address: 8 Stour Close, Stone Cross, Pevensey, BN24 5QU

Phone: 01825-873003