



Fundraising Guidance

A how-to-guide on planning and organising fundraising activity

An introduction to fundraising

Fundraising is a great way for you or a Club/Society to generate income to support your activities or a charity/cause you care about. We have included some things for you to think about when engaging in fundraising activity.

For guidance on holding larger fundraising events, see our Fundraising Event Guidance.

Contents:

- Advertising rules
- Booking tables/stalls
- Booking card machines
- Fundraising events
- Spending and donating funds
- Raffles



Advertising Rules

Be Upfront

As SUBU is a registered charity, you need to be very clear with any donators what and who you are fundraising for.

- If you are fundraising for a club or society, then make sure all marketing materials, including your social media posts, are explicitly clear that it where the proceeds from the donations are going. If it is in aid of a specific event or equipment, then say so!
- If you are fundraising for a charity, ensure that it is a registered charity by asking for their Charity number. A lot of charities will send you an information pack with template posters, sponsorship forms, and ideas to raise money too if you ask!
- If you're fundraising for an academic event or course project, be sure to involve your department and get approval from your university.
- Community Interest Companies (CICs) have different regulations around what wording you can use in fundraising (saying it's for charity is a no-go for CICs!). *You must ask CICs permission before fundraising for them*, or it could cause legal issues for them!
- 'Good causes' that aren't any of the above (such as mutual aid fundraisers for a specific person or community, or crowdfunders for an event, project, or product) can be hard to know how to advertise and understand what regulations apply, as this can vary very much depending on what or who it is for. If you'd like to fundraise for unregistered 'good cause' get in touch with us and we can offer you some guidance.

Booking Stalls

Tables/Stalls

Tables can be booked on the ground floor of the Student Centre (SUBU Building), outside the Student Shop, or in the Semicircle/Courtyard space outside SUBU.

Food and drink sale is not permitted outside the Student Shop.

To book space in the Semicircle please give 4 weeks notice as this space is managed by BU and takes longer to book.

If you would like to book a SumUp or Table, you can do so via the SUBU Reception in the Student Centre or via email:

- suclubs@bournemouth.ac.uk if you are a club/society
- subudemocracy@bournemouth.ac.uk if you are a PTO
- lphalp279@bournemouth.ac.uk if you are a Liberation Network Volunteer
- StudentOpportunitiesTeam@bournemouth.ac.uk for all other fundraising

Booking Card Machines

Card Machines

Please note card readers are only bookable by SUBU managed organisations. This means Part-Time Officers, Clubs and Societies, and Liberation Networks/Network Volunteers. Otherwise, please arrange your own means of collecting funds.

SUBU has a small number of card machines, known as Sum Ups, that you can book to use as part fundraising activity. You must request use of these machines in advance and provide us with the following details when you return it:

- PTO/Society/Network name:
- Event/Cause name:
- Date of first transaction:
- Time of first transaction:
- Date of last transaction (if different from first):
- Time of last transaction:
- Approximate record of how much you raised:
- Will you be donating this/part if this?
- If you are splitting funds raised across a donation and your club/network, please let us know the split (% or £):

These card machines have an associated app which has functionality to generate both QR code and standard (text) payment links, which are sharable to your social media or printable. Let us know if you'd like to use this option so we can arrange this for you.

SUBU does not generally accept cash donations as we are a cash free organisation. *Please do not accept cash donations as this will cause a significant delay in receiving your funds.*

Raffles

If you want to hold a raffle as part of your fundraising efforts, there are some additional considerations for you to keep in mind.

Raffles are legislated by the Gambling Commission, which regulates everything from the wording on the ticket to the amount you can spend on prizes and administration. The main things to know:

- If you run the raffle as part of a larger event, you won't need a license.
- You cannot offer cash prizes.

For any other type of raffle (there are eight different types under the Gambling Act 2005), you will need to check the limits on prizes, wording and licences required (for more information on raffles visit www.gamblingcommission.gov.uk).

Spending and Donating Funds

The funds you have collected must be spent exactly as you advertised they would be, so make sure you are clear in advance as to what you want to spend the funds on or where they will be donated.

If you have used a SUBU card reader you will need to email the relevant team after your event with a confirmation of how much you earned which we will check against our finance system and confirm for you.

- suclubs@bournemouth.ac.uk if you are a club/society
- subudemocracy@bournemouth.ac.uk if you are a PTO
- lphalp279@bournemouth.ac.uk if you are a Liberation Network Volunteer

Funds raised for your club or network will automatically be transferred to your SUBU account. You can then follow standard spending processes such as claims forms, POs, and credit card requests to use your funds.

How to donate funds to a Charity:

If you have carried out fundraising activities on behalf of a UK registered charity, you must donate the funds within a timely manner. To do this, you can either:

- Provide the bank details of the Charity account via a Purchase Order Request to donate directly.
- Through the fundraising pack or online donation platform provided by your Charity i.e. Cancer Research Race for Life.
- Through an approved fundraising platform such as Give Star

We will not use Event Brite, Just Giving, or Go Fund Me due to their transfer requirements.