

Charity Fundraising: Guidelines for Promotional Material and Collection Tins/Buckets

It is a legal requirement that charities make it clear which charity will be benefiting from a donation. All promotional material must include a statement that the charity is a registered charity and include its charity number.

Profits versus proceeds

You will often hear the words profits and proceeds thrown around in student fundraising. When advertising your event, it is important that you use the correct terminology as you will be legally required to do what you have donors that you will do.

All proceeds means: all donations will go straight to charity

All profits means: some donations will go towards covering costs, the rest will be donated to charity

The Students' Union is a charity

If you are fundraising for a society or sports club, then you are fundraising for the Students Union, and it is important that you include all the correct legal information.

If you are splitting the proceeds between you and another charity, then this will need to be clear

RAG is part of the Students' Union and is not a charity in its own right. You must make this clear. If no money is going directly to RAG or a sports club or society then you **must not** include the Worcester Students' Union charity number

Using the RAG logo

The RAG logo should be used on all promotional material where charitable fundraising is involved. This includes clubs and societies, student led services and individual students. Clubs and societies raising for themselves do not need to use the RAG logo.

Example Disclaimers

We have put together a selection of statements together to ensure that you use the correct disclaimer.

Fundraising for an external charity

All *profits/proceeds (delete as appropriate)* will go to *insert name of charity*. *Insert name of charity* is a charity registered in England and Wales (No *insert charity number*)

Or

All *profits/proceeds (delete as appropriate)* will go to *insert name of charity* (registered in England and Wales (No *insert charity number*))

Fundraising for an external charity and taking 15% to fund future RAG events

85% of *profits/proceeds (delete as appropriate)* will go to *insert name of charity* (registered in England and Wales (No *insert charity number*)). 15% will go to fund future RAG events. Worcester RAG is part of Worcester Students Union which is a charity registered in England and Wales (No 1145192)

Fundraising for more than 1 external charity

50% *profits/proceeds (delete as appropriate)* will go to *insert name of charity 1* (registered in England and Wales (No *insert charity number*)). 50% *profits/proceeds (delete as appropriate)* will go to *insert name of charity 2* (registered in England and Wales (No *insert charity number*)).

Or

All *profits/proceeds (delete as appropriate)* will be split equally between *insert name of charity 1* (registered in England and Wales (No *insert charity number*)) and *insert name of charity 2* (registered in England and Wales (No *insert charity number*)).

Fundraising for a sports club and society

All *profits/proceeds (delete as appropriate)* will go to the *insert name of society or sports club* which is part of Worcester Students Union which is a charity registered in England and Wales (No 1145192)

For more than 1 sports club or society

All *profits/proceeds (delete as appropriate)* will be split equally between *insert name of society or sports club 1* and *insert name of society or sports club 2* which are part of Worcester Students Union which is a charity registered in England and Wales (No 1145192)

Fundraising for your society with a percentage going to RAG

90% *profits/proceeds (delete as appropriate)* will go to the *insert name of society or sports club* which is part of Worcester Students Union which is a charity

registered in England and Wales (No 1145192). 10% of *profits/proceeds (delete as appropriate)* will go to *insert name of charity*. *Insert name of charity* is a charity registered in England and Wales (No *insert charity number*)