

melessness, Person By Person



FUNDRAISER'S GUIDE TO SUCCESS

This guide will ensure that your event
is a success and also legal

SSJ.ORG.UK

the society of
st James >
believing in your future

THE FUNDRAISER'S GUIDE

A 4-PART GUIDE

This little guide is here to help your fundraising event succeed. We want to make sure it's not only really successful but also totally legal and meets all the good practice, and legal guidelines. Think of it as your friendly guide, not a rule book.

Why this guide? (the "serious bit")

You might be wondering, "Why all the fuss about rules?" Well, just like a great recipe needs the right ingredients and a sprinkle of care, fundraising needs a dash of legal know-how and a dollop of good practice. It's all about making sure:

- You're safe and sound: We want your event to be a blast, not a headache!
- Donors are happy: They want to know their money is going to a good cause and is being handled properly.
- The Society of St James looks great: We have a reputation for being trustworthy and transparent, and you're a part of that!

So, let's dive into making your event a fundraising triumph!

THE FUNDRAISERS GUIDE

PART 1 – THE BASICS – YOUR FUNDRAISING TOOLKIT

1. Let us know your plans!

Got a brilliant fundraising idea? We want to hear it!

Why tell us? So we can offer support, avoid clashes, and ensure everything is "above board."

How to get in touch: Email our Fundraising Team at fundraising@ssj.org.uk or call us on [023 8063 4596](tel:02380634596). We'll just ask for a few quick details about your event: what, when, where, and how you'll raise money.

Fun fact: You'll become an "Approved Fundraiser" for SSJ.

2. Money matters: handling the pennies (and pounds!)

- Keep funds for The Society of St James separate from personal money. This is crucial for transparency and accountability.
- Send the raised money promptly after your event; payment details are available at the end of this pack. This is important for financial planning and demonstrates good governance.
- Retain all receipts for event expenses and maintain accurate records. Ensure all deductions are legitimate and directly related to your fundraising activity.

3. You're representing SSJ, which is great. Here's how to do it right. When representing The Society of St James, follow these guidelines:

Clarity: Clearly state that your event is "in aid of" The Society of St James .

Logo use: Request permission to use our logo on promotional materials; we will provide the correct version.

Share the story: Communicate your passion for fundraising by sharing the impactful work of SSJ, using provided key facts and figures to enhance your message.

THE FUNDRAISERS GUIDE

PART 2 –PLAYING BY THE RULES – THE FUNDRAISING CODE OF PRACTICE

1. Be Open and Honest

Tell the truth: Always be truthful about The Society of St James and how the money you raise will be used. If you are not sure, ask us.

Clear about costs: If there are any costs associated with your event that will be deducted from the total raised (e.g., venue hire, cost of materials), make sure this is clear to potential donors from the outset.
Transparency is key!

2. Respect Your Donors

No pressure: Don't pressure anyone to donate. Fundraising should be fun and voluntary.

Protect their details: If you collect any personal information from donors (like names or email addresses for Gift Aid), keep it safe and secure. Don't share it with anyone else unless they've given you explicit permission.

Say thank you! A simple thank you goes a long, long way. We'll thank you, and we encourage you to thank your donors too.

3. Be Responsible

Children and vulnerable people: If your event involves children or vulnerable people, you must prioritise their safety and wellbeing. Ensure adequate supervision, obtain necessary consents. Ensure appropriate behaviour and be clear on how to report concerns locally to local safeguarding services or the police.

Licences and permits: Some events (like raffles, or selling alcohol) might need a licence or permit. It is important to check before you start planning.

THE FUNDRAISERS GUIDE

PART 3—BEING SUCCESSFUL AND LICENCES

Raffle/Lottery Lowdown

Running a raffle or lottery for The Society of St James can be a great fundraiser!

The legal rules depend on how you sell tickets:

At your event only (e.g., fete, coffee morning): These are usually "incidental lotteries" and generally don't need a licence. Tickets must be sold and the draw takes place at the event itself.

Selling tickets in advance or to the wider public (e.g., online, multiple locations): This typically falls under "small society lotteries." For this type, The Society of St James must be registered with the local council.

Please refer to the [Gambling commission](https://www.gamblingcommission.gov.uk/) for full details.

Crucially, if you plan to sell tickets in advance or to the wider public, you **MUST** contact The Society of St James team early. This is so we can ensure our registration is in place and guide you on all the specific rules, including age restrictions for participants and ticket sellers, and reporting requirements.

THE FUNDRAISERS GUIDE

PART 3-BEING SUCCESSFUL AND LICENCES

Spreading the Word

Social media: Use your social media channels to promote your event. Tag The Society of St James (we'll give you our handles) and share our content!

Posters & flyers: Old school but effective! Local community boards, shops, and workplaces are great places to put up posters.

Local media: Don't forget your local newspaper or radio station – they often love to feature community events.

Tell everyone! Friends, family, colleagues, neighbours – spread the word far and wide!

Saying Thank You!

It means so much: Make sure you thank everyone who supported your event – volunteers, donors, attendees. A heartfelt thank you goes a long way.

Tell us about it! We love to hear how your event went! Share your photos, stories, and the amazing amount you raised. We might even feature your event on our social media or in our newsletter.

THE FUNDRAISERS GUIDE

PART 4 – HEALTH & SAFETY – KEEPING EVERYONE SAFE AND SOUND

1. Risk Assessment

Spot the potential problems: Before your event, just take a moment to think about anything that could go wrong. Are there trip hazards? Is there enough space? Is there access for everyone?

Plan to fix them: Once you've identified potential risks, think about how you can minimise them. For example, if it's an outdoor event, what's your plan if it rains? If you're cooking food, how will you ensure hygiene?

2. Insurance

Your responsibility: You are responsible for arranging your own insurance for your event.

Check with your venue: If you're holding your event at a public venue (e.g., a community hall, pub), they often have their own public liability insurance that might cover your event. Always check with them!

Consider your needs: For larger events, you might want to consider taking out specific event insurance. A quick chat with an insurance broker can help you figure out what you need.

GIFT AID

What is Gift Aid and why use it?

Gift Aid is a UK government scheme that allows charities to reclaim the basic rate of income tax on eligible donations made by UK taxpayers. When you donate to a charity and choose to add Gift Aid, the charity can reclaim the basic rate of income tax on your donation from the government.

This effectively increases the value of your donation at no extra cost to you.

To be eligible for Gift Aid, you must be a UK taxpayer who has paid enough Income Tax or Capital Gains Tax to cover the amount the charity reclaims.

Don't forget to select gift aid, we will receive more donations with no extra cost to you at all.

Our sponsorship forms have space for people to confirm that they are eligible for gift aid.

Click [here](#) to download our sponsorship and gift aid form.

QUESTIONS AND ANSWERS

How will my regular donation make a difference in Southampton, Portsmouth, and Hampshire?

Your regular donation will directly support SSJ's vital programmes and services that empower adults in our local community. This could include providing safe accommodation for those who have been homeless, offering job training, activities to build self-esteem or educational programmes, or simply giving individuals the resources they need to rebuild their lives. Our website features stories and testimonials showcasing the positive impact of our work, ssj.org.uk.

How will my regular donation be used?

You can choose to designate your donations to a specific programme or service that aligns with your interests, or you can make unrestricted donations, allowing SSJ to allocate your generous contribution to the areas of greatest need within Southampton, Portsmouth, and Hampshire.

Q&A

How will my personal information be handled?

SSJ takes the security of your personal information very seriously. Any information you share with us will be handled with the utmost care and confidentiality in accordance with all applicable data protection regulations.

Is my regular donation secure?

SSJ is a well-established charity with a strong reputation for responsible financial management. Your regular donations will be invested carefully to ensure its impact is felt where it is most needed. Our funding model goes beyond traditional donations, incorporating reliable sources like local authority contracts, strategic partnerships, and carefully managed grant opportunities. This diversification provides a strong and resilient foundation for our vital work. Public and earned income allow us to plan for the long term, whilst your donations offer the flexibility to address unforeseen needs and support innovative programmes.

Q&A

How can I learn more about SSJ's work?

We encourage you to visit our website to learn more about SSJ's mission, programmes, and impact within Southampton, Portsmouth, and Hampshire.

You can also contact us at [023 8063 4596](tel:02380634596) or fundraising@ssj.org.uk if you have any further questions.

We will also be arranging **'Meet the Chief Executive'** events across the year.

Please sign-up to our mailing list to receive details:
ssj.org.uk/newsletter

Q&A

How can we make a donation to SSJ?

Online Banking: Use your online banking facility to set up a Standing Order.

Our Bank Details are:

Society of St James

Sort Code: 56-00-68

Account Number: 37639722

National Westminster Bank, Southampton City Branch, 12 High Street, Southampton SO14 2NX

Please use ref: 889/[your name]

For cash donations please use our sponsorship form.

Click [here](#) to download our sponsorship and gift aid form.

OUR PROMISE

SSJ is a well-established charity with a strong reputation for responsible financial management. Your donation will be invested carefully to ensure its impact is felt where it is most needed.

Our funding model goes beyond traditional donations, incorporating reliable sources like local authority contracts, affordable rental income, strategic partnerships, and carefully managed grant opportunities.

This diversification provides a strong and resilient foundation for our vital work. **Public and earned income allow us to plan for the long term, whilst your donations offer the flexibility to address unforeseen needs and support innovative programmes.**

Although we cannot guarantee your donation will be spent on the specific items or services outlined, we can guarantee your donation will be used wherever it is needed most to help our work all year round with people experiencing homelessness.

THANK YOU

You are truly amazing! By taking the time to organise an event for us, you are part of the solution to **ending homelessness** in our community. Your energy, creativity, and dedication is what makes the Society of St. James's work possible. If you ever have a question, big or small, please don't hesitate to reach out to us. We're here to support you every step of the way. Thank you.

Please click [here](#) for our fundraising pack for **exciting fundraising ideas**.