

# Fundraising Group handbook



# 1. About us



Pete Jones/Marie Curie

## Welcome

Fundraising Groups are very important to Marie Curie and I am delighted that you are joining the charity in this role. You can make a real difference in helping us deliver care to people living with a terminal illness and their families as part of the fundraising team – thank you for this.

This guide will, I hope, prove useful both as you start fundraising and as your group develops. It has been written by people who have expertise in each relevant area of the charity and will help you maximise the funds raised by your efforts.

All the information contained here is also available on a special online area available to Fundraising Groups only; your Community Fundraiser will ensure all group members receive access.

At first glance, this may seem like a lot of paperwork. However, this is to protect you and has been made as simple as possible so that more of your valuable time can be spent doing what you enjoy – fundraising. If you have questions at any time your Community Fundraiser will happily help.

I know your local fundraising staff will give you all the assistance they can and I look forward to hearing about your endeavours and results.

Thank you once again for your support.

A handwritten signature in black ink that reads "JECollins". The signature is written in a cursive style with a horizontal line extending to the right.

**Dr Jane Collins**  
**Chief Executive, Marie Curie**



Simon Rawles/Marie Curie

## What we believe

Marie Curie believes that everyone with a terminal illness should have the high-quality care and support they need at the end of their life, in their place of choice. Every five minutes, someone in the UK dies without this.

## What we do

We're here for people living with any terminal illness, and their families. We offer expert care, guidance and support to help them get the most from the time they have left.

## Marie Curie Nurses

Given the choice, most of us would want to die peacefully at home, surrounded by the people who mean the most to us. Marie Curie Nurses make this possible.

Our nurses work night and day, in people's homes across the UK, providing hands-on care and vital emotional support for people with all terminal illnesses.

Our nurses help people living with a terminal illness have the choice to stay in the comfort of their own home for as long as possible – a place they want to be – surrounded by their loved ones.

## Marie Curie Hospices

Marie Curie has nine hospices across the UK. Our hospices offer the reassurance of specialist, round-the-clock medical care and emotional support in a friendly, welcoming environment. This gives people living with a terminal illness and their loved ones the best possible quality of life.

As well as nursing and medical care, we offer people whatever social, practical, emotional and spiritual support they may need. Some people come to stay in the hospice during the final stage of their illness. Others come just for a short time, perhaps to help manage their symptoms or to give the person caring for them a break.



Kieran Doods/Marie Curie

## Marie Curie Helper

We know the little things can make a big difference to someone living with a terminal illness. That's where our trained Helper volunteers come in.

Through our Helper service, we match people living with a terminal illness and their families with a trained volunteer who'll visit them at home or talk over the phone.

Our Helper volunteers visit regularly to have a chat over a cup of tea, help with practical things like making appointments, or even just to be there for someone who needs a listening ear.

## Information and support

We know from people and their families living with a terminal illness that they often struggle to get the information they need to help them navigate the system or understand their options. This is where our information and support services come in.

Marie Curie offers several information and support services to help people affected by terminal illness get answers to their questions, share experiences and find sources of support. This could be if they have an illness themselves or they are a family member or friend. Services include the Marie Curie Support Line, information on our website and the Marie Curie Community, an online forum for people to find and give support.



Ben Gold/Marie Curie

## Research

Marie Curie leads research into better ways of caring for people with a terminal illness. We carry out research to help improve care and support across our services, as well as those provided by others.

## Policy and Campaigns

Marie Curie believes everyone should have the right to palliative care when they need it.

We campaign and influence decision-makers on issues that affect people with a terminal illness and their families. This can help them access high-quality care and support when they need it most.

## Our vision, values and strategic plan

### Our vision

A better life for people and their families living with a terminal illness.

### Our mission

To help people living with a terminal illness and their families make the most of the time they have together by delivering expert care, emotional support, research and guidance.

### Our values

#### *Always compassionate*

- Connecting and empathising with people
- Starting with the person's needs, respecting them and treating them with dignity
- Supporting people's choices and decisions

#### *Making things happen*

- Being clear and straightforward
- Listening so that we can understand and do the right thing
- Being prepared to speak up and challenge on people's behalf

#### *Leading in our field*

- Building on our unique skills, expertise and experience
- Sharing, innovating and partnering
- Always seeking to improve in everything we do

#### *People at our heart*

- Valuing every individual
- All views and expectations are heard and respected
- Bringing people together and building relationships

## Strategic Plan 2014-19

Our strategic plan sets out how we will reach more people living with a terminal illness with vital care and support. The charity's three strategic plan objectives over this five-year period are:

1. We will reach more people and their families living with a terminal illness and inspire more people to support our work.
2. We will improve the way terminally ill people are cared for across the UK.
3. We will manage our charity as effectively as possible.

### A brief history of Marie Curie

Marie Curie was founded in 1948 – the same year as the NHS. It was initially called the Marie Curie Memorial Foundation.

Following the donation of an engagement ring to help raise funds for the charity, the very first appeal was launched and brought in a substantial £4,000. By 1950, the ongoing appeal had raised a staggering £30,000 and in 1952 the Marie Curie Memorial Foundation officially became a charity (number 207994).



An extensive nationwide survey was undertaken to help identify medical, nursing and research needs in relation to cancer. The results formed the basis of the work of the foundation and, largely, still do today. The charity dedicated itself to:

- providing specialist homes for the care of cancer patients
- providing nursing for patients at home
- educating the public on the symptoms and treatment of cancer
- providing urgent welfare needs

At the time, these ideas were quite revolutionary and the Marie Curie Memorial Foundation quickly established itself as a leader in the field of improving facilities for cancer patients.

Today Marie Curie is dedicated to providing more and better care for people and their families living with any terminal illness. We provide care and support for more than 50,000 people in the UK each year.

Much has changed since the pioneering days of 1948 but our core values have remained constant – putting patients and families first.

Our charity is named after the scientist Marie Curie who was born in 1867 in Poland. She discovered radium, which was, for many years, the main element in radiotherapy treatment. Marie Curie was twice awarded the Nobel Prize: for physics in 1903 and chemistry in 1911. She died in 1934.

## Our volunteers

Volunteers are so important to Marie Curie's work. Without our thousands of wonderful volunteers, we wouldn't be able to do half as much as we do now to care for and support people living with a terminal illness, and their families.

Our volunteers are involved across the charity. They spread the word in their local communities about what we do; help out at our hospices, shops and offices; provide companionship and support to people in their homes and raise vital funds across the country.

Our volunteers make what we do possible. We're very grateful to each and every volunteer for the time and skills they contribute.



## Trustees and Executive Board

Our Board of Trustees is responsible for the strategic management of the charity. The Board meets at least six times a year and is appointed by its members.

The Board is advised by expert committees in audit, investment, caring services, research and retail. All our trustees, committee and advisory board members and vice presidents are volunteers.

Our trustees delegate the day-to-day management of Marie Curie to our Chief Executive, Dr Jane Collins, who appoints the Executive Committee, made up of the charity's most senior managers.

### Dr Jane Collins – Chief Executive

Overall responsibility to the Council of Trustees for the day-to-day operation of the charity including strategy and policy.

### Jude Bridge – Director of Marketing, Fundraising and Public Affairs

Responsible for bringing together all Marie Curie's public facing activity. This includes brand development, communications, PR, fundraising, retail, policy and public affairs.

### Jackie Freeman – Director of Corporate Services

Responsible for all aspects of finance, supporting staff and volunteers, and leading on corporate service functions (finance, procurement, estates, facilities, learning and development, IT, HR and volunteering).

### Peter Gabbittas – Director of Caring Services and Partnerships

Responsible for leading the day-to-day operations of delivering high-quality care to people with terminal illnesses across the UK.



### **Dr Bill Noble – Medical Director**

The charity’s lead on medical matters, clinical governance and palliative care research.

### **Penny Laurence-Parr – Director of Strategy and Performance**

Responsible for legal, governance, planning and performance, and data and analytics.

### **Dee Sissons – Director of Nursing**

Provides leadership for over 2,000 Marie Curie Nurses and clinical nurses as well as allied health professionals, chaplains and social workers.

## **Marie Curie and Macmillan**

We know there is some confusion over the roles of Marie Curie Nurses and Macmillan Nurses working in the community. It’s important to be able to describe the differences between the two, when asked.

This must always be done in a positive way, which recognises the valuable but differing roles of the Marie Curie and Macmillan Nurses.

This chart highlights some key points about services provided by Marie Curie and Macmillan in the community.

	<b>Marie Curie</b>	<b>Macmillan</b>
<b>Type of nurse</b>	Registered Nurses and Healthcare Assistants.	Clinical Nurse Specialists.
<b>Speciality</b>	Practical hands-on care in people’s homes – usually in final weeks and days of life. Also provides emotional support for families.	Works with District Nurses and others to provide advice on pain and other symptoms, and psychological support for patients and carers.
<b>Visits</b>	Usually nine hours overnight or three to six hours in the day or evening.	Usually one hour, when appropriate.
<b>Who they nurse</b>	People with all terminal illnesses.	People with cancer.
<b>Funding</b>	Around 50% Marie Curie, 50% NHS.	100% NHS after initial funding (up to three years) by Macmillan.
<b>Employed by</b>	Marie Curie.	NHS.

## Other information

You can get more useful information on our website. Here you will find our:

### **Strategic Plan 2014-19**

Our five-year strategic plan sets out how we will reach more people living with a terminal illness, improving care and support across the UK.

### **Report and accounts**

Find out how Marie Curie has raised and spent funds over the financial year.

### **Impact report**

View details of how we are performing against the targets set in the strategic plan.

### **Quality account**

Find out more about the quality of care we provide.

Visit [mariecurie.org.uk](http://mariecurie.org.uk) and go to 'Who we are'.

## Appendices

At the end of this chapter, you will find a copy of the following:

- Case for support narrative

## **2. Fundraising Groups**



Fundraising Groups raise funds for Marie Curie by organising collections, fundraising activities and events. They also receive donations on Marie Curie’s behalf. Through our Fundraising Groups we can reach out to more people in more communities. Groups add to our range of skills and knowledge – you fit right in the middle of Community Fundraising.

Marie Curie has a very good reputation for the fundraising we do and it’s important that we maintain the highest standards so that our supporters will continue to have confidence in the charity as a whole. Your group will be the local face of Marie Curie and we will provide you with the tools you need to fulfil this role.

“Fundraising Groups play a vital role in helping us deliver more care in local communities. It’s heart warming to know that so many people want to help us continue our work.”

Catherine Le Roy, Marie Curie Nurse

## How will your group make the greatest difference?

**Believe in the cause** and share the vision with others – your enthusiasm will be contagious.

**Use what works well.** There are already a number of fundraising activities that work well for Marie Curie throughout the year. Your group should make the most of these in the community where you fundraise.

**Be creative** and think up new ideas or bring a new twist to an existing idea. Talk to your Community Fundraiser about what has worked elsewhere and put a local angle on it.

**Be realistic** and don't set targets that aren't achievable or will stretch you too far, particularly early on. It is better to run a number of small and successful activities throughout the year than one large event which stretches everyone too much.

**Plan carefully** and look at all eventualities and opportunities. A simple timetable of what needs to be done, who is responsible for doing it and what the deadlines are will keep everyone on track and give an early warning of problems.

**Use the personal touch.** It is one of the great strengths of a local Fundraising Group. Use your contacts and ask people to help. Most people are flattered to be asked even if they can't help right now.

**Thank people** for their help, their time and their money and tell people what their help means for Marie Curie. A prompt thank you leads to loyal supporters who are very valuable indeed.

## How can you help us

We ask Fundraising Groups to help in the ways listed below. By doing so, you will find it easy to raise money for Marie Curie and you will also help to raise our profile as a charity.

*Great Daffodil Appeal* – help organise our street and store collections in your community in March then deliver and collect the daffodil boxes from local businesses.

*Other collections* – help manage the network of collection tins in your community and hold other street and store collections, perhaps at Christmas.

*Blooming Great Tea Party* – organise a tea party for friends, family and neighbours in June, or invite the whole community. Encourage people in your community to sign up to host a tea party.

*Organise your own event* – perhaps a stall at a community fair, quiz night or auction. Alternatively, get involved in an event that already takes place. Talk to your Community Fundraiser about an 'Event in a box'. They have ideas which may work for you.

*Represent Marie Curie locally* – at cheque presentations and talks within local clubs. Encourage your community to fundraise for Marie Curie and support local branches of 'charity of the year' corporate partners.



Chris Brown/Marie Curie



Keith James/Marie Curie

*Support Marie Curie's events in your area* – promote them in advance and join in to help on the day. Your Community Fundraiser will be able to tell you what is happening locally

*Support legacy marketing and In Memory fundraising* – by visiting local funeral directors and solicitors with material provided by your Marie Curie Legacy Advisor.

*Promote other Marie Curie campaigns* – as and when requested and appropriate to your calendar.

You don't have to start everything at once. Your Community Fundraiser will discuss everything with you in more detail and help you decide where to start.

**“Everyone in the group shares the same vision to provide high-quality care to people with terminal illnesses, for free, in our local community – but equally, we want to enjoy our time together as a Fundraising Group with much fun and laughter along the way.”**

Brough, Howdenshire and District Fundraising Group

## **Tasks within your Fundraising Group**

To ensure that your group runs as smoothly and effectively as possible, we suggest people take on different tasks. Tasks in a group make it clear to everyone who is doing what and will make it easier for you to get things done.

We strongly recommend that tasks are rotated every two years and, if group numbers allow, that vice positions are held for the essential tasks described on this page.

It is essential that someone in your group takes on the roles below. Who does each task may vary in each group and they can be supported by other members.

### **Chairperson**

The Chairperson guides the meetings, ensuring that all points on the agenda are given sufficient time for discussion, that decisions are made and that the meeting stays on track and on time. The Chair also encourages other members and volunteers to take active roles in the group so that all necessary tasks are delegated. A Chair will have good people skills and lots of enthusiasm.

### **Secretary**

The Secretary receives all correspondence for the group. They will undertake responsibilities such as writing agendas for meetings, taking

and circulating minutes and writing letters of request and thanks. They also organise the printing of the posters and leaflets you are supplied with for your events. The Secretary supports the Chair in ensuring the group's aims are met. It will help if they have basic computer skills and can use a simple spreadsheet and email.

### **Treasurer**

The Treasurer is in charge of banking all of the money raised and collected by the group. They keep a record of what is banked, inform the charity of all banking activity and give a report at the group's meetings. The Treasurer also supports the Chair and Secretary in ensuring the group's aims are met. The Treasurer should be someone who feels confident with money and record-keeping. It will help if they have basic computer skills and can use a simple spreadsheet and email.

People who hold these tasks usually find it helpful to visit the fundraising office. You can see the systems used to process your income properly and what records of your activity the Community Fundraiser needs to keep. Your Community Fundraiser can arrange this with you.

You will find a full role description for each of these essential tasks, as well as for a general Fundraising Group member, at the back of this chapter.

Although the group as a whole is responsible for organising the Fundraising Group's activities, it may be helpful for individual members to take the lead on certain activities. For instance:

- organising collections
- making the most of the collection tin network
- organising the group's own events
- promoting and volunteering at Marie Curie's events
- cheque collections and public speaking
- publicising the group's activities with the local media
- raising awareness of Marie Curie among funeral directors

Taking the lead on a specific activity may appeal to someone in the group who has a particular interest or skill in a certain area, eg public speaking, events or media relations.

## Our partnership

You are set up as part of Marie Curie and, as such, it is important that we – both your group and Marie Curie – are clear about our commitments.

The following will help you understand how we will work together. If you have any questions please speak to your Community Fundraiser.

	<b>Marie Curie will:</b>	<b>Marie Curie asks the Fundraising Group to:</b>
<b>Keep in touch</b>	<ul style="list-style-type: none"> <li>Link you to our Community Fundraising Team and let you know who your Community Fundraiser, Fundraising Manager and Fundraising Volunteer Development Manager is.</li> </ul>	<ul style="list-style-type: none"> <li>Keep in touch with your Community Fundraiser and let them know when you are meeting.</li> <li>Send through agenda and minutes for your meetings.</li> </ul>
<b>Marie Curie 'brand'</b>	<ul style="list-style-type: none"> <li>Help you to use the name and logo to make your work as effective as possible.</li> </ul>	<ul style="list-style-type: none"> <li>Protect the name, logo and reputation of the charity.</li> <li>Refer any concerns you have about other people in your area who are using the name and logo incorrectly to your Community Fundraiser.</li> </ul>
<b>Respect and appreciation</b>	<ul style="list-style-type: none"> <li>We can achieve a lot more if we work together and respect and appreciate each other. We should all remember that, whether we are staff or volunteers, we have a life outside Marie Curie.</li> </ul>	
<b>Events in your area</b>	<ul style="list-style-type: none"> <li>Let you know whenever possible of other Marie Curie activity in your area.</li> </ul>	<ul style="list-style-type: none"> <li>Talk to your Community Fundraiser about plans and ideas you have and let us know of any local groups who are raising money for Marie Curie.</li> </ul>
<b>Event planning</b>	<ul style="list-style-type: none"> <li>Talk to you about how much time we can give to help you with your fundraising and help with advice on legal, health and safety insurance and similar matters.</li> </ul>	<ul style="list-style-type: none"> <li>Seek and take advice from your Community Fundraiser and ensure you comply with requests as they may affect the legality of your activities.</li> </ul>
<b>Looking after our supporters</b>	<ul style="list-style-type: none"> <li>Let you know about any enquiries we receive about your group, particularly from possible new members.</li> <li>Keep our records up-to-date when you advise us of changes to personal details or requests from members of the public.</li> </ul>	<ul style="list-style-type: none"> <li>Thank donors and supporters promptly.</li> <li>Keep up-to-date records and pass them on to the Community Fundraiser.</li> <li>Let us know if members of the public ask you about mailings they receive or ask to be taken off mailing lists.</li> </ul>



	<b>Marie Curie will:</b>	<b>Marie Curie asks the Fundraising Group to:</b>
<b>Identity</b>	<ul style="list-style-type: none"> <li>• Help the group to access and use correctly branded materials and promotional items.</li> </ul>	<ul style="list-style-type: none"> <li>• Use headed paper and follow guidelines on the use of the charity name and logo.</li> </ul>
<b>Publicity</b>	<ul style="list-style-type: none"> <li>• Assist the group, wherever possible, with publicity for group activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Use local media to publicise the group's activities.</li> <li>• Please refrain from commenting to the media on other issues, including local Marie Curie Nursing or Hospice services – these should be referred to the Community Fundraiser.</li> </ul>
<b>Insurance</b>	<ul style="list-style-type: none"> <li>• Keep the group regularly informed about Marie Curie's insurance cover.</li> </ul>	<ul style="list-style-type: none"> <li>• Comply with the provisions of Marie Curie's insurance cover, seeking advice on issues the group is unsure about.</li> <li>• Avoid all uninsurable activities.</li> </ul>
<b>Contracting</b>	<ul style="list-style-type: none"> <li>• Assist the group regarding entering into contracts and agreements.</li> </ul>	<ul style="list-style-type: none"> <li>• Never enter into contracts or agreements in Marie Curie's name without discussing with your Community Fundraiser.</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>• Maintain records so they can provide the group with information about total amounts raised.</li> <li>• Give advice to the member of the group dealing with financial matters if they need it.</li> </ul>	<ul style="list-style-type: none"> <li>• Please make sure any money raised is banked as soon as possible by using the paying-in books and slips provided or the online facilities.</li> <li>• Ensure that the member of the group dealing with financial matters has sufficient expertise to do so.</li> <li>• Seek advice from your Community Fundraiser on any financial matters you are unsure about.</li> <li>• Keep records of income and expenditure in the agreed format.</li> <li>• Please do not open any bank account in Marie Curie's name.</li> </ul>

	<b>Marie Curie will:</b>	<b>Marie Curie asks the Fundraising Group to:</b>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Support the group in the management of health and safety, advising on: <ul style="list-style-type: none"> <li>• First aid arrangements</li> <li>• Lone working</li> <li>• Safe manual handling</li> <li>• Management of money and valuables</li> <li>• Crowd management</li> <li>• Food safety</li> <li>• Traffic management</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Please ensure all events and activities run on behalf of Marie Curie have a suitable and sufficient risk assessment, which ensures significant hazards and risks are minimised.</li> <li>• Ensure all persons involved in arranging activities are appropriately equipped for the activity.</li> <li>• Ensure all driving activities related to fundraising are carried out by people who are safe and legal to drive and who are appropriately insured.</li> </ul>
<b>Group membership</b>	<ul style="list-style-type: none"> <li>• Reply promptly when people express interest in the group's work or becoming members and refer these enquiries to the group.</li> <li>• Assist the group, wherever possible, to recruit new members and helpers.</li> </ul>	<ul style="list-style-type: none"> <li>• Handle all enquiries promptly and courteously.</li> <li>• Welcome all potential new members, supporters and helpers.</li> <li>• Make every effort to maintain or increase the size of the group, using local knowledge and contacts to recruit new members, supporters and helpers.</li> <li>• Promptly give the name and contact details of each member of the group to the Community Fundraiser.</li> </ul>
<b>Meetings and operational issues</b>	<ul style="list-style-type: none"> <li>• Attend a minimum of one group meeting a year.</li> <li>• Advise on structure of the group and how it should run.</li> </ul>	<ul style="list-style-type: none"> <li>• Please inform your Community Fundraiser of the dates of group meetings.</li> <li>• Promptly circulate meeting notes to group members, always copying in the Community Fundraiser.</li> <li>• Keep the Community Fundraiser informed of how the group is run, including any changes in membership and any issues.</li> </ul>

	<b>Marie Curie will:</b>	<b>Marie Curie asks the Fundraising Group to:</b>
<b>Knowledge, experience and training</b>	<ul style="list-style-type: none"> <li>• Share ideas, best practice, knowledge and experience with the group.</li> <li>• Invite the group to any appropriate local gatherings or events.</li> <li>• Provide training for the group in key areas of its activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Be guided by advice from the Community Fundraiser and other Marie Curie specialists.</li> <li>• Share ideas, best practice, knowledge and experience with Marie Curie staff and other Fundraising Groups.</li> <li>• Ensure members of the group who have attended local gatherings, events or training share the knowledge they have gained with the rest of the group.</li> </ul>
<b>Policies, handbooks and guides</b>	<ul style="list-style-type: none"> <li>• Keep the group informed of all relevant Marie Curie policies and procedures.</li> <li>• Provide the group with information and updates on relevant issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Comply with all relevant Marie Curie policies and standards.</li> <li>• Read handbooks and guides, including any amendments to them, and always work in accordance with them.</li> </ul>

## How to run your Fundraising Group

### Your meetings

- You can agree amongst you on the most convenient time and location for your group to meet.
- You will work out how often you should meet depending on upcoming activity.
- Please ensure that the venue is appropriate for all group members. A member's home, local hotel, or community centre can work well. Meeting venues should be free of charge whenever possible.
- The Chairperson and Secretary should agree an agenda for the meeting and circulate this to members beforehand. A suggested format for the agenda can be found at the end of this chapter.
- The Chairperson should run the meeting and ensure that all matters are discussed fully, that conclusions are reached, decisions made and actions agreed.
- The Secretary should make notes of agreed decisions and actions. The notes (or minutes) should be circulated to the members and your Community Fundraiser as soon as possible after the meeting. A suggested format for the minutes can be found at the end of this chapter.

- The Treasurer should prepare a brief financial statement and bring this to the meeting to share with the group. This should include a summary of monies banked since the last meeting.

The meeting is a good opportunity to circulate any information which has been forwarded by Marie Curie to the Secretary. It's also an opportunity to hand out posters and leaflets for events or campaigns for distribution in the community.

### **Annual meeting**

The group should hold a special meeting each year during the month it was formed. We suggest this date is fixed well in advance as your Community Fundraiser will try to attend this meeting.

The meeting should include:

- a review and celebration of your achievements throughout the year
- a report of money raised and banked
- a review and rotation of tasks within the group
- a plan for the forthcoming year.

It is important that the local community who has supported you during the year knows what has been achieved. Send a 'letter to editor' to local newspapers and parish newsletters. You could invite the press to send a photographer along to the start of your meeting or take your own group photograph to send in with your letter. A template 'letter to editor' is included in the chapter **Telling others**.

### **Fundraising Group online area**

All group members will have access to an exclusive Fundraising Group online area. This provides tools, templates and guides exclusively for group members. It also showcases event ideas from groups across the UK. You should use this area to obtain copies of all the information in this handbook and more.

### **In Your Area**

All Fundraising Groups are featured on *In Your Area* – a search function on the charity's website which shows users what is happening locally. If your group has an email address and a user wishes to make contact, their message will come directly through to the group. If your group does not have an email address, then enquiries will be sent to your local fundraising office who will forward them to a group member to follow up. See **Telling others** to find out more about setting up your own Fundraising Group email address.

## How we will keep in touch with your Fundraising Group

You will be able to keep in touch with what Marie Curie is doing through the following resources:

- Personal contact with your Community Fundraiser who will share news and updates with you.
- *Marie Curie People* – our official magazine for staff and volunteers. We will send your group two copies.
- *By our side* – the quarterly supporter magazine offering news, promotions and reader offers.
- *Fundraising Group e-newsletter* – our monthly email newsletter exclusively for Fundraising Group members.
- Our website at **mariecurie.org.uk** for up-to-date information on our services and fundraising.

As your group becomes more established, guest speakers may ask to attend a meeting from time to time to tell you about their area of work (eg a Marie Curie Nursing Ambassador or Legacy Advisor).



## New members and helpers for your Fundraising Group

An extra pair of hands can make all the difference. Recruitment of new members to your group is sometimes necessary, particularly as you establish yourselves.

- Think about incorporating a message encouraging new group members to join at the end of your press releases. For instance, *“Nailsea Fundraising Group for Marie Curie always welcomes new members to support the charity. For more information about getting involved in your local Fundraising Group, please contact...”*
- Use the recruitment posters and leaflets provided in your start-up kit and ask your Community Fundraiser for more if you require them.
- Linking your Fundraising Group’s Facebook page with Marie Curie’s official Facebook pages will help you contact supporters in your area.

All members must complete the *Volunteer Registration Form*. Inform your Community Fundraiser straight away when you recruit a new member for your group so they can be sent a Welcome Pack and complete the recruitment process.

If you have any concerns about talking to potential new members, ask your Community Fundraiser who will help by meeting them with you.

## What about your group's helpers?

Your group will benefit greatly from the help of people on an occasional basis at events and collections. There is no need for your group's helpers to be registered as members of the group.

Group helpers should complete an *Essential Volunteer Info Form* to keep on them when they are volunteering for your group. This will help you know who to contact in the unlikely event of an emergency. A copy can be found at the end of this chapter and you can download more from the Fundraising Group online area.

If your helpers would like to hear more from Marie Curie, make sure you notify your Community Fundraiser.

## Diversity policy

Marie Curie recognises that it is through the diversity of our workforce that we are able to provide the best care for our patients. We aim to demonstrate respect for all our employees and volunteers, valuing each individual's contribution, regardless of their gender, age, sexual orientation, marital status, gender re-assignment, disability, nationality, race, ethnic origin, religion or belief. The aim of the policy is to eliminate discriminatory practices and to comply with discrimination legislation.

Marie Curie expects that any person interested in supporting or joining your Fundraising Group will be selected solely on the basis of their skills, knowledge or experience. If you have any concerns or questions about the policy, please ask your Community Fundraiser.

## Young people

There are regulations when it comes to involving young people in fundraising and volunteering. Generally, the following applies:

- Fundraising Group members must be aged 16 or over and the Chairperson, Treasurer and Secretary must be 18 or over.
- Anyone under the age of 18 must provide written consent from their parent or guardian when volunteering.
- Only people aged 16 or over are permitted to directly collect or handle cash.
- Anyone under the age of 14 must be accompanied by their parent or guardian.

If you are involving young people in your Fundraising Group, either as a group member or as a helper, please consult your Community Fundraiser to ensure they are involved appropriately.

Your Community Fundraiser will be able to send you the appropriate consent form for parents or guardians of volunteers who are under 18 to complete.

## Appendices

At the end of this chapter, you will find a copy of the following:

- Role description for Fundraising Group Member
- Meeting agenda
- Meeting minutes
- AGM agenda

## **3. Raising money**





There are many different types of fundraising and Marie Curie has worked to ensure that a wide portfolio of opportunities are available to supporters. This enables the charity to operate securely, without being too dependent on any single type of income.

Your role as a local Fundraising Group is important in this portfolio as you engage with local people, ensure our nationwide campaigns are successful locally and help us reach new supporters.

In the chapter **Fundraising Groups**, we outlined the activities you can get involved with (see **Remit of your Fundraising Group**). This chapter will explain these activities in more detail. It is divided into three parts:

### **1. Nationwide community fundraising**

Here we explain more about the community fundraising activities which you will be using to raise funds in your area.

### **2. Organising your own event**

In this section we outline the procedures to follow when organising your own event.

### **3. Other Marie Curie fundraising**

Here you will find out about other fundraising which is important to the charity and which you may see from time to time in your community.

Your Community Fundraiser will be able to tell you more about how these activities work in your area. They will also help you put together an *Activity Calendar* (see template at the end of this chapter).

Your Activity Calendar will include our big fundraising campaigns, which we would like you to participate in, and you can add the local events you plan to hold. Its aim is to help you broadly plan your annual activity around the commitments you and other group members have.

**Every time you register with the charity to take part in a fundraising activity, and every time you send money in, always give your Fundraising Group name and number. This will ensure everything you raise is accredited to your group.**



## 1. Nationwide community fundraising

The biggest fundraising campaigns we would like you to join in with are the Great Daffodil Appeal and Blooming Great Tea Party. These are our flagship community fundraising campaigns and they are hugely successful. You will find it easy to raise lots of money with these and your fundraising will benefit from their national profile.

### Great Daffodil Appeal

Every March, the Great Daffodil Appeal is our biggest fundraising campaign of the year and a great opportunity for you to raise lots of money. It is also the time when the charity runs a national advertising campaign to increase understanding of its work. During the Great Daffodil Appeal, awareness of the charity is at its highest, which means it's a great time for you to fundraise in your local community.



You could be responsible for organising the collections at supermarkets and high streets in the area covered by your group. Permission will be sought by the Community Fundraiser, but they may need your expert local help with this. Any local support you can offer is greatly appreciated. You will recruit and schedule volunteers (supported by the charity's advertising and promotion), coordinate the collection day and count and bank the funds.

You will also manage the delivery and collection of daffodil boxes in your area. You will need to ensure that the shops which have a collection tin all year round are given a daffodil box to display in March. As well as this, you will need to find new sites for boxes in your community.

Your involvement in the Great Daffodil Appeal will start in January. This is when you will begin organising the collections, which continue until April, when all the boxes are collected.

Your Community Fundraiser will ensure that you are fully briefed on local appeal activity and will support you in making the most of it locally. Special Great Daffodil Appeal promotional materials and guidelines are issued closer to the time. These will include daffodil boxes, hats, tabards and, of course, daffodils!

To find out more about the Great Daffodil Appeal, visit [mariecurie.org.uk/daffodil](http://mariecurie.org.uk/daffodil)

### **Blooming Great Tea Party**

The Blooming Great Tea Party is a fantastic reason to throw a summer party. Every year, thousands of people hold tea parties in June to raise funds for Marie Curie and we ask you to join them.

Your party could be as simple as putting the kettle on for a few friends and neighbours, or it could be a bigger tea party for the whole community. It is a great way to get your group noticed while raising lots of money.

You will also encourage other people in your community to organise tea parties for their friends, family and workmates – this could be at the local pub, garden centre, care home, in their own living room or workplace.

A special tea party fundraising pack is issued for this event and we ask that you use the promotional materials in this pack at your party. This will help boost the profile of the Blooming Great Tea Party across the country, which is very important.

As you are a registered Fundraising Group with Marie Curie, your tea party is a Marie Curie event and so you need to follow the procedures in the next section, **Organising your own event**. This is because your activities are covered by the charity's insurance, whereas other tea parties are not.

### **Collection tins**

You could also take responsibility for placing and managing collection tins in the area covered by your group.

Tins placed in shops, bars, work canteens and staff rooms are among the most effective and efficient forms of fundraising. They also create a presence in the community as people get used to seeing the familiar yellow tins and the Marie Curie logo.

When placing tins, remember to seek agreement of the site owner and ensure they have your contact details. Agree on how often you will



exchange the tin for an empty one (typically, this would be every three months or so) and keep records of amounts collected for audit purposes. You will be supplied with some thank you cards to issue to sites if they wish to receive acknowledgement.

There are important guidelines for managing collection tins to ensure we comply with regulations. These include writing the tin number on a label on the tin and counting and recording each tin separately using the site's unique organisation number. Refer to the chapter **Dealing with money** for more information. Your Community Fundraiser will go over this with you before you start.

## Collections

Most of our collections are held during the Great Daffodil Appeal, but there is a lot of value in holding collections at other times of the year. For instance, you may not have had permission in March to collect at your local supermarket, but they may offer you a date in June or at Christmas.

December is a good time to organise local Christmas collections as people are very generous at this time of year.

Regulations and restrictions apply to some types of collection and other teams also use supermarkets and shopping centres to fundraise from time to time, so please talk to your Community Fundraiser in the first instance about any collections you would like to hold. For more information, please refer to the chapter **Keeping your fundraising safe and legal** and the section **Other Marie Curie fundraising**, later in this chapter.

When your collection is agreed, make sure it will raise as much money as possible for the effort you and others will put in:

- Decide the key sites and locations where you will have maximum footfall without causing a pedestrian blockage.
- Use our Collection Management Tool to draw up a rota so people have a timeslot of one or two hours at a time.
- Have a host who welcomes collectors, gives them a properly labelled box or bucket, along with a badge of authority and makes sure they know where to go to collect.
- Have a suitable site where collection materials and money can be securely stored and where volunteers can check in and out. You may consider having hot or cold drinks available for collectors.
- Keep accurate records of who has each box, so that you can record the collection accurately and tell people how much they have raised.



## Community fundraising for Marie Curie

As you get better known in your community, you will find that local people, clubs or organisations would also like to raise money for the charity. Encouraging local people to support the charity is a great way to boost fundraising income.

It is really very important that the fundraising event belongs to them – not the Fundraising Group or the charity. It is not covered by the charity's insurance, so your group should not get involved in the setting up or running of the event.

This type of fundraising is a simple way of others supporting you and an easy way for you to raise funds. It can be as simple as introducing yourselves to pubs in your area and asking them to host a pub quiz or building a relationship with the local golf club around becoming Charity of the Year. Please speak to your Community Fundraiser for more support.

## Donations

You may receive a donation for Marie Curie because you are known in the local area as representing the charity. There are four kinds of donations:

- **General donations** from local people or businesses, which are often unsolicited.
- **In memoriam donations** are made in memory of someone. It could be an individual donation or several donations collected and passed to you by a funeral director.
- **Fundraising event donations** made as a result of your event. (Eg someone who is not able to attend may donate instead, you may be handed a donation at the event, or a local company may support your event by making a donation).
- **In celebration donations** are donations made during special events, such as weddings, anniversaries and birthdays.

It is very important that you take down the name, address and postcode of the donor. We recommend that you take Marie Curie donation envelopes to events, talks and cheque presentations, as using these will help you capture the information you need and will look official. Your Community Fundraiser can provide these for you.

You may be able to help us increase our **in memoriam** donations by giving leaflets to the local funeral directors to ensure they are aware of how to deal with donations from funerals. Ask your Community Fundraiser for more details.

## Home collection boxes

Home collection boxes are small cardboard boxes, given to individuals to take home and fill with loose change over the year. Fundraising Groups and volunteers may choose to manage these in their community.

As well as the ability to raise income, home collection boxes also help to raise awareness of Marie Curie. Your local fundraiser can provide you with a supply of these boxes to distribute to your contacts, at events and within your community.

### **House to house fundraising**

Once a year, we ask our volunteers to run our house to house campaigns in their local area. A house to house collection is where a collector drops a donation envelope through letterboxes on agreed streets and returns a few days later to collect it.

Your group could coordinate this by recruiting the collectors, allocating the streets and supplying the collection materials. After the collection, you would organise the counting, banking and thanking.

### **Gift Aid**

Gift Aid allows Marie Curie to claim an extra 25p for every £1 donated by individuals, from HM Revenue and Customs.

For the charity to be able to claim Gift Aid, the donor must pay income or capital gains tax (tax on salary, savings or investments). The donor must have paid tax to the value of the Gift Aid on their donations in the financial year and have completed a declaration form.

Please note, this does not apply to income raised from raffles, collections, collection boxes, ticket sales or donations from organisations.

Your Community Fundraiser can give you some Gift Aid declaration forms for donors to complete so that we can make a claim. If your donor has used a Marie Curie donation envelope, this will have asked them for a Gift Aid declaration. Please encourage the donor to include their full name (or initials and surname) and home address with postcode to make the declaration valid.

### **Promotional items and trading goods**

Marie Curie will provide a small number of promotional items which you can give away to supporters and contacts. These items are not for sale and mustn't be sold. Please don't display a price if the items are on a stall. You can, of course, accept a donation for them.

The idea behind the items we will give you is that they will be used by the recipient and, because of the branding, they will be reminded of Marie Curie's work as they go about their day-to-day life.

If you have any questions, please speak with your Community Fundraiser. If you need money raising ideas for a stall at an event, please speak with your Community Fundraiser.

Marie Curie does not supply merchandise or items for sale. The return on investment for merchandise is very poor. Marie Curie takes the view that it is not worthwhile and does not raise awareness of the services we provide. The one exception is Christmas trading (eg Christmas cards).

Sales of Marie Curie's trading goods and merchandise is subject to VAT, so it is essential that income from sales is recorded clearly on your income form. You will also need to complete and return a *Trading stock sheet* after the event so your Community Fundraiser knows what has been sold and what your group is holding onto for another occasion. See the chapter **Dealing with Money** for more information.

### **Donated goods and services (gifts-in-kind)**

You may receive goods or services free of charge from individuals, clubs, shops and businesses for fundraising purposes (eg raffle or tombola prizes, auction items or printing services).

You are not required to keep a record of these details or to let your Community Fundraiser know. However, it is essential that you thank the supporter or organisation that have donated the goods or services.

### **Memberships and associations**

You or your friends may be a member of a local club or you might be aware of local organisations which fundraise or make donations to charities. Your Community Fundraiser can help you make an approach on behalf of Marie Curie.

If one of your members gives talks in the community, you may be able to arrange to speak about the work of Marie Curie at their meeting. This is a great way to promote the charity and tell them how they can support your fundraising activities.

Certain Marie Curie community events are well suited to such organisations. In particular, our **Blooming Great Tea Party** or **Great Daffodil Appeal** collections may appeal to them.

Marie Curie has a national partnership with Lions Clubs in the UK and Ireland. Lions Clubs annually support the Great Daffodil Appeal by organising collections across the country at pre-agreed sites.

### **Legacies**

Last year, a quarter of the care and services given by Marie Curie were thanks to gifts in Wills. Our seven regional Legacy Advisors support people in writing Wills and inspire them to remember a gift to Marie Curie. The service includes seasonal free Will schemes and a special year-round scheme for volunteers and supporters. If you'd like to help promote either our schemes to local solicitors, or gifts in Wills to supporters, or if you'd like more information on Wills for yourself, your Community Fundraiser can put you in touch with a Legacy Advisor.

You can also visit [mariecurie.org.uk/giftsinwills](http://mariecurie.org.uk/giftsinwills)

### Using JustGiving.com

JustGiving.com is a website which makes it easy to raise funds online. Fundraising Groups can set up a team page to then host pages for all fundraising activities associated with the group.

Anyone setting up a JustGiving page to link into your Fundraising Group should complete the form at the end of this chapter, so we can ensure the money is allocated to your group record.

If your group would like to use JustGiving.com, please refer to the guide at the end of this chapter or on the Fundraising Group online area.

### Support from supermarkets

Your local supermarket may be able to offer support to your group, eg by providing a grant. If you would like to approach your local supermarket(s), please speak to your Community Fundraiser in the first instance and refer to the **Raising money** resources in the online area.



## 2. Organising your own fundraising event

Organising your own event can be great fun as well as a tremendous challenge. A well organised event can raise lots of money for Marie Curie. Remember, good planning is key to any successful event.

Your group is likely to know what will work well in your community. Discuss your ideas with your Community Fundraiser, who will help you decide what will be the most suitable event for your group and raise the most money.

Marie Curie has created a range of 'Event in a Box' documents, which have useful hints, tips and templates to make organising some events easier for our groups. Events currently covered include Firewalk, Quiz,



Fashion Show and Walks, but the range of events will keep growing. The introductory documents for these events can be found at the end of this chapter and on the Fundraising Group online area.

The events you organise are in Marie Curie's name and need to be authorised by the charity before they can go ahead. You will need to complete a *Fundraising Group Event Clearance Form* when you first start planning your event once completed, send it to your Community Fundraiser, who will work with you to ensure it is viable and arrange approval for it to go ahead. A copy of the form can be found at the end of this chapter and on the Fundraising Group online area.

**Plan well ahead for your event. Record your plans on the *Group Event Clearance Form* and send it to your Community Fundraiser for authorisation before booking venues and paying deposits.**



Forward planning ensures that all factors such as promotion, income, cost and risk are taken into account. Consider the factors below for a successful event:

### **1. What is the event?**

- How much money do you wish to raise?
- What type of event do you wish to organise?
- Is it manageable, interesting and enjoyable and will people want to support it?

From auctions to zumbathons, Fundraising Groups organise a huge variety of events. If you're not sure where to start, refer to the online area which includes our 'Event in a Box' along with more tried and tested ideas from other groups. Alternatively, speak to your Community Fundraiser.

### **2. When will your event take place?**

- Will you clash with any other local or major events?
- Do you have enough time to organise the event?
- Who is the audience for the event and when are they available?
- Do you have enough time to publicise it?

The time of year, day of the week and time of day will play a big part in how successful your event is. Take note of school and bank holidays and consider their impact. Think about when your target audience is available and plan your event around this.

### **3. Where will the event be held?**

- How many people will be attending?
- How much will the venue cost to hire? Can you get it free of charge or at a reduced rate?
- How will people get there?
- Do you need access in advance for setting up?
- Is it accessible for your audience?
- Is it insured (public liability cover)?

A suitable venue is very important. The size of your venue will determine the number of people who can attend. You also need to consider how people will get there – is a local bus route or car park important?

### **4. Will you need help?**

- Will you need extra help to organise the event?
- Will you need any help to promote the event?
- Do you need any specialist help?
- Will you need to hire equipment?
- Where will you get this help from?

You may be able to do everything yourselves, but it's possible that you may need to ask other people if they would be willing to help, too. When asking, be clear on exactly what you need and the time or equipment you require. Talk to friends, family and local contacts about who may be available to lend a hand.

### **5. What is the budget?**

- How much will the event cost?
- What needs to be paid for in advance?
- What goods and services can you get donated free of charge?
- How will you raise the money?
- How much are you likely to raise?

A simple income and expenditure budget is essential and necessary for the event authorisation process. It is a 'living document' and will help you keep your expenditure in check as time goes on. Don't guess costs – always ring around for quotes. It is also important that you are realistic about the amount of money you are able to raise.

Always ask potential suppliers if they will donate their goods or services for free. Don't assume you have to pay for everything. This includes venues, equipment and prizes. As a general rule, items for raffles and tombolas should always be donated.

If your event is projected to raise up to £5,000, the costs should come to no more than 20% of the target income. If you plan to raise over £5,000, it should cost no more than 35%. For example, if you think you will raise £1,200 at your event, an acceptable expenditure budget is anything up to £240. This ensures that the money raised at the event is spent as donors intend.

See the chapter **Dealing with money** for more information.

## 6. Will your event be safe and legal?

- Will the event be health and safety compliant?
- Have you completed a risk assessment?
- Is there adequate insurance cover? Does your venue have public liability insurance? Is the event permitted by Marie Curie's insurers?
- Do you need to obtain any special licences or permits (eg entertainment licence or collection permit)?
- Should you inform the police or local authorities?

It is important that your event is safe and that you comply with legislation. You should do everything you can to avoid people being hurt or becoming ill as a result of your event.

The chapter **Keeping your fundraising safe and legal** explains your obligations when organising an event.

## 7. How will you promote your event?

- What publicity is required to promote your event?
- Do you need posters, flyers or tickets? Where will you display them?
- Will the local media be interested in the event?
- Do you have a photographer to take pictures for publicity afterwards?

Events are surprisingly difficult to fill and you need to carefully plan your promotion so you can be confident that your event will be well supported. Word of mouth is great for creating a buzz in your community.

All events benefit from publicity to attract more people. There are special posters, flyers and ticket templates available for you to use. Please use these templates, rather than designing your own, so that your event benefits from the well-known Marie Curie 'look and feel'.

Your Community Fundraiser will arrange for your template choice to be sent to you if you are unable to access the Fundraising Group online area.

See the chapter **Telling others** for tips on publicity and promotion.

## 8. Who will help on the day?

- Do you need extra helpers on the day?  
Where will you recruit them from?
- What tasks need doing, at what time of day and by how many people?
- Who has experience of carrying out these tasks?

If you need a team of people to help, such as marshals and car park attendants, local organisations such as Rotary and Round Table can be helpful.

Your helpers will need to complete and retain an *Essential Volunteer Info Card* (see the chapter **Fundraising Groups**) on the day of the event, which will give you details of who to contact in the event of an emergency.

## 9. Final preparations

- Write an event schedule for the day. Include the time before the event to set up and afterwards to clear away.
- Brief your helpers two weeks before the event so that they know exactly what to expect when the day comes.
- Arrange refreshments for your helpers throughout the event.
- Make a list of the materials you will require for the day – your banner, Marie Curie T-shirt/sweatshirts, sellotape, scissors, string etc.
- Make sure that you take with you to the event:
  - The *risk assessment*.
  - An *Incident Report Form* in case of accident or injury.
  - Blank *Essential Volunteer Info Forms* for your helpers to complete.
  - Emergency telephone numbers.

## 10. After the event

- Allow time after the event for follow-up.
- Count and bank all the money raised. See the chapter **Dealing with money** for details.
- Complete a *Post-event Form* and send to your Community Fundraiser within one month of the event with:
  - the receipts for any upfront costs you reclaimed from the proceeds
  - outstanding invoices for payment

A copy of the form can be found at the end of this chapter or on the Fundraising Group online area.

- Write letters of thanks to those who have helped and donated goods or services.
- Publicise the success of the event through your local newspaper and social media.
- Celebrate!



### 3. Other Marie Curie fundraising

We started this chapter by mentioning the wide range of Marie Curie fundraising activities, of which local Fundraising Groups are a very important part. The following outlines some of the other activities you may come across in your community:

#### Events

Our Events team organise and promote a series of regional events. They oversee the recruitment and marketing for runs, cycles and UK and overseas treks.

Please avoid organising these kinds of events as a group as they are already organised by the Events team.

Your Community Fundraiser will ask for your help to promote events from time to time. In particular, your help with Swimathon is very important to us. Your support as a volunteer on the day of events is a great benefit to us. It is a fun way to get involved, as well as being a great opportunity to meet staff and new supporters.

Fundraising Group members are also very welcome to take part in our events. To find out what's coming up visit [mariecurie.org.uk/events](https://mariecurie.org.uk/events)

**Participants of Marie Curie events may sometimes ask their local Fundraising Group to bank the money they have raised. Please do not accept this money, but advise the supporter to follow the guidance in their event pack.**



**The money they have raised needs to be paid into specific accounts and dealt with in a particular way. If it's not handled correctly, it can be very easy for errors to occur. For example, the supporter may be mistakenly prompted for their fundraising income.**

#### In memoriam funds

In memoriam funds are a special way for families and friends to celebrate the lives of someone they've lost, while raising money for Marie Curie. Funds can be sent up online with photos, videos, tributes and stories, or offline.

#### Direct mail appeals

The charity organises several successful direct mail appeals throughout the year. You may receive an appeal letter through the post, or know someone who does. Sometimes, we will phone donors to follow up on their gift or ask them to increase their gift. All our donors receive the supporter magazine, *By Our Side*.

### **Regular giving fundraising**

You may see small teams of Marie Curie representatives with stands at supermarkets, shopping centres and in workplaces, going door-to-door or on high streets. They offer people the opportunity to sign up for regular monthly gifts, which is a very important way of securing the charity's future. Your Community Fundraiser will keep you up-to-date with any activity in your area.

If you work at a company which runs a payroll-giving scheme (where staff can donate through their pay), you could help Marie Curie benefit from the scheme by putting us in touch with an appropriate person to talk to.

To find out more about making a regular gift to Marie Curie, visit **[mariecurie.org.uk/donate](https://mariecurie.org.uk/donate)**

### **Corporate fundraising**

Corporate fundraising focuses on building corporate and commercial partnerships across the UK to raise income for the charity. We have benefitted from very successful Charity of the Year partnerships with companies such as Tesco, Weyvle and EDF Energy, to name just a few.

A commercial partnership is when an arrangement is made under contract for a company to use our name and logo on a product in exchange for a fixed donation or an agreed proportion of the product's sales or profit.

From time to time, we will ask for your help to secure an important new partnership. Sometimes, we need to be nominated by staff or customers to be considered for a Charity of the Year partnership, and often the final decision on which charity a company supports falls to a staff or customer vote. If this happens, it's all hands on deck and we will ask you as well as your friends and family to vote for Marie Curie.

We may also ask you to help by acting as the local Marie Curie contact for a local branch of a Charity of the Year partner. This local support is important as it helps to motivate the branch to raise as much money as possible.

To find out more about corporate fundraising, visit **[mariecurie.org.uk/partners](https://mariecurie.org.uk/partners)**

### **Matched giving**

Some companies will match the amount an employee has raised for a charity through a 'matched giving' scheme. If you or members of your group work for a company, it is worth checking with them to see if they operate a similar scheme.

## Shops

There are more than 180 Marie Curie shops across the UK. The shops aim to make as much money as they can by selling items donated by the generous public. Income is topped up with the Gift Aid on Donated Goods scheme and selling some new goods including Christmas cards and gifts.

There is also an online shop where you will find a fantastic variety of items for the home and garden as well as gifts for friends and family.

To see what's on offer, or to find your local shop, visit **[mariecurie.org.uk/shopping](http://mariecurie.org.uk/shopping)**

## 4. Appendices

At the end of this chapter, you will find a copy of the following:

- Activity calendar
- Fundraising Group event clearance form
- Fundraising Group post-event form
- Risk assessment form
- Event in a Box templates:
  - Firewalk event
  - Organising a fashion show
  - Organising a quiz
  - Organising a walk

## **4. Telling others**





Simon Rawles/Marie Curie

## How to talk about Marie Curie

It is important that we consistently get the key messages about Marie Curie across and speak in positive language about the work we engage in.

Make sure you are comfortable about the language we use and the way we use it.

- Spend a few minutes before approaching an individual or a group to think about the right message to deliver.
- Always keep it simple.
- Use real stories to help demonstrate the impact of care and support whenever you can.

We know from insights that we need to talk more about who we are, what we do, and how we make a difference to people living with a terminal illness as well as their loved ones.

We also know that many people still don't realise that we support people with any terminal illness, not just terminal cancer. We need to address this. The misconception can act as a barrier to people with other terminal conditions, such as dementia, motor neurone disease and heart failure, from getting the support they need.

Every one of us in the UK will be affected at some point by a terminal illness. We're facing significant challenges, as our population ages and NHS resources are stretched to breaking point. We need the public to understand how Marie Curie cares for and supports people with a terminal illness in the UK, and not just the people we directly support. We are here for everyone with a terminal illness.

## What do we mean by terminal illness?

At Marie Curie, we say that someone has a terminal illness when they reach a point where their illness is likely to lead to their death. Depending on their condition and treatment, they may live for days, weeks, months or even years after this point.

Depending on the course of the illness, terminal illnesses may include cancer, dementia, heart or lung disease and neurological conditions like motor neurone disease.

## Talking about terminal illness

### What we say:

- Terminal illness
- Living with a terminal illness
- Care and support through terminal illness
- Care and support at the end of someone's / their life

### The people we help are:

- People living with a terminal illness
- People with a terminal illness
- People who have a terminal illness
- The people we help / care for / support
- The people who need us

### Why do we use these words and phrases?

- We use 'terminal illness' because current and potential supporters have told us it's easier to understand and has fewer negative associations than some of the other options opposite.
- We talk about 'living with' a terminal illness because we want to focus on the significant benefits our care and support can bring people in the time they have left – however long that may be, whether it is weeks, months or years.
- We talk about 'care and support' because it helps remind people that, while nursing care is at the heart of what we offer, there's much more as well (eg information, support for the wider family etc).

### What we don't say:

- Fatal illness
- Serious illness
- Life-limiting illness
- Advanced progressive incurable illness (or variants)
- Dying of / from a terminal illness
- (Cancer) sufferer / victim

## What we do – in a nutshell

We are the UK's leading charity caring for people living with a terminal illness and their families. We are best known for providing one-to-one nursing care through the day and night in people's homes as well as expert, round-the-clock care in our nine hospices. However, we also support communities in many other ways.

Our Marie Curie Helper service offers people regular support at home from a trained volunteer, and we deliver a range of information and support services, including a confidential Support Line [Call free on 0800 090 2309 or use the online chat – both are open Mon-Fri 8am-6pm and Sat 11am-5pm].

We also fund vital research into improving the care that people receive at the end of their life. Alongside this, we campaign to ensure that everyone gets the care and support they need, wherever they live.



Layton Thompson/Marie Curie

## How we describe what we do

### Marie Curie Nurses

Marie Curie Nurses work night and day, in people's homes across the UK, providing one-to-one nursing care and vital emotional support.

If you're living with a terminal illness, our nurses can help you stay surrounded by the people you care about most, in the place where you're most comfortable. [mariecurie.org.uk/nurses](https://mariecurie.org.uk/nurses)

### Marie Curie Hospices

Our hospices offer the reassurance of specialist care and support, in a friendly, welcoming environment, for people living with a terminal illness as well as their loved ones.

People can come to stay in our hospices or visit regularly for pain relief, physio, complementary therapies and other support. And because our hospices work hand in hand with nurses in the community, we can also help people return to their own homes to be looked after there.

[mariecurie.org.uk/hospices](https://mariecurie.org.uk/hospices)

### Marie Curie Helper

We know the little things can make a big difference when you're living with a terminal illness.

That's where our trained Helper volunteers come in. They can visit you regularly to have a chat over a cup of tea, help you get to an appointment or just listen when you need a friendly ear.

[mariecurie.org.uk/helper](https://mariecurie.org.uk/helper)



Simon Rawles/Marie Curie

## Information and support services

We help everyone affected by a terminal illness get the information and support they need, whether you have an illness yourself or you're a family member or friend.

The Marie Curie Support Line is a confidential phone line for anyone who has questions, needs support or just wants to talk.

Our website has a wide range of trusted information on practical and emotional matters. The Marie Curie Community is an online forum for people to share experiences as well as find and give support.

**[mariecurie.org.uk/help](https://mariecurie.org.uk/help)**

## Policy

We campaign and influence decision-makers on issues that affect people with a terminal illness and their families, to help them access high-quality care and support when they need it most.

**[mariecurie.org.uk/policy](https://mariecurie.org.uk/policy)**

## Research

We're a leader in research into better ways of caring for people with a terminal illness. We do this to help improve care and support across our services, as well as those provided by others.

**[mariecurie.org.uk/research](https://mariecurie.org.uk/research)**

## Why people should support Marie Curie – the 60-second elevator pitch

Use this pitch only if you need to talk to someone in the broadest possible terms about why it is important to support the work of Marie Curie.

- Every one of us will be affected at some point by a terminal illness whether it is ourselves, someone we love or someone we are close to.
- Today, one in four people don't get the care and support they need at the end of their lives. That could be you or someone close to you. We can't let that happen.
- The things people need aren't too much to ask. High-quality care in the place they want to be, usually their home. Control of symptoms like pain. And clear information from the start.
- That's what Marie Curie's been giving people across the UK for 70 years, through our nurses, hospices and other services.
- We're facing significant challenges, as our population ages and NHS resources are stretched to breaking point.
- So, we need your support now to keep us in people's homes and communities. To provide the care everyone deserves at the end of their life.

Hopefully, you will have the opportunity to talk at greater length about the work of the charity. If so, overleaf you will find some key statistics and a Frequently Asked Questions section.

## General statistics and facts

### More people are living with a terminal illness

- The average age of the UK population is going up, as the baby boomer generation starts to reach retirement age and beyond.
- People are also more often living with multiple long-term conditions, making the care they need more complex.
- In 25 years' time, there will be 100,000 more deaths each year than at present, meaning many more people will need palliative care.

### People's needs are not being met or recognised

- Seven out of 10 carers say people with a terminal illness don't get all the care and support they need.
- One in four people don't get the care and support they need at the end of life.
- Every five minutes someone in the UK dies without the support they need.
- Eight out of ten UK adults agree people should have the right to high-quality palliative care, no matter where they live.
- Three-quarters of us need care and support at the end of our lives, due to conditions as varied as terminal cancer, heart disease and dementia.

### There is an information gap around terminal illness

- 41% of carers say that people with a terminal illness do not always get the type of information they need.

### Marie Curie facts:

During 2015/2016, over 50,000 people were helped by our services.

- Over 8,000 people were cared for by our hospices.
- Over 31,700 people were cared for by Marie Curie Nurses.
- Around 1,000 households were supported by our Marie Curie Helper service.
- Around 10,000 people called our Support Line.

### Who's using the Marie Curie Support Line?

- About eight out of 10 calls are from relatives of people living with a terminal illness.
- About one in 10 calls are from people living with a terminal illness.

### What issues are people calling about? Aug 15-March 16

- A third (33%) call about practical matters and day-to-day care.
- 17% call for emotional support.
- 16% call about general information about health and care services.
- 8% call about living with a terminal illness.
- 7% call about financial or legal matters.
- 6% call about bereavement.

## The impact of our work

- Fewer than one in 10 of us say we would prefer to die in hospital.
- If you have a Marie Curie Nurse, you're twice as likely to die in the comfort of your own home.
- People who are cared for by Marie Curie Nurses are much less likely (three times less likely) to need emergency hospital care at the end of their life.
- The people we support say our care is of the highest quality.
- When someone is cared for at home by Marie Curie, overall costs are around £500 lower than when costs in social care, primary care and community care are considered.

## Providing care

- Marie Curie has been supporting people with a terminal illness in the UK for 70 years.
- We care for people with terminal cancer and other terminal illnesses such as neurological conditions, including motor neurone disease and Parkinson's disease; dementia, including Alzheimer's disease; heart failure and other heart and circulatory conditions; and chronic obstructive pulmonary disease (COPD).
- The number of Marie Curie Nursing Service patients who have a diagnosis other than cancer\* is around a third (\*where diagnosis is known).
- For example, during 2015/2016, our Marie Curie Nurses provided 70,000 hours of nursing care to people with dementia.
- The most common types of cancer affecting the people we care for are breast cancer; lung cancer; cancers of the colon, pancreas and other digestive organs; prostate cancer and bladder and kidney cancers.

## Research

We're the largest charitable funder of research into how to improve care for people living with a terminal illness and their families.

We currently fund over 40 research activities, including individual research projects, research centres and research lead posts in our hospices.

We are looking at ways to improve the care that people with dementia receive at the end of their life, how to address the wide variation in care that exists in the UK, how best to manage distressing symptoms, such as pain and breathlessness, and how to improve care out of hours, when services are limited.

Our research helps improve the way care is provided in hospitals, care homes, hospices and GP and community nursing teams.



Kieran Dodds/Marie Curie

In 2013, 50% of funding spent on palliative and end of life care research in cancer came from Marie Curie [NCRI, 2015].

In 2014, Marie Curie funded £1 in every £5 spent on research for end of life care [UK Clinical Research Collaboration (CRC), 2015].

## **Funding**

Around two-thirds of the money we spend on all charitable activities each year comes from the people, companies and trusts who generously choose to support us.

The remaining third comes from the NHS.

Marie Curie received £41.9 million from the NHS in 2015/16 to cover around 50% of the cost of our nursing care and 40% of the cost of running our hospices. The rest is covered by charitable donations.

The following are 100% funded from charitable donations: Marie Curie Helper service, information and support services, vital research into terminal illnesses and campaigning to improve the care that everyone receives at the end of their life.

## **Frequently Asked Questions**

### **Why does Marie Curie need my support?**

As the leading UK charity for people with a terminal illness and their families we want to ensure that everyone gets the best possible care and support. We know this is currently not the case. One in four people miss out on the care they need. That means, every five minutes, someone in the UK dies without high-quality care and support at the end of their life.

Our population is ageing, and so with more and more people needing help, this situation will only get worse.

In total, around two-thirds of the money we spend on all charitable activities each year comes from the people, companies and trusts who decide to support us. The remaining third comes from the NHS.

Providing hands-on nursing care is at the core of what we do as a charity, but we do much more. We provide expert round-the-clock care at our nine hospices; a confidential Support Line and other information and support. Along with our Helper volunteer service, which can offer regular support to anyone affected by terminal illness at home from a trained volunteer. We fund vital research into better ways of caring for people living with a terminal illness, and their families. We also campaign to improve the care that everyone receives at the end of life.

### **How much of my donation gets through to patients?**

In 2015/16, we provided care and support to over 50,000 people affected by terminal illness.

For every £1 we spend:

- 74 pence goes to our charitable activities [eg caring services, information and support, awareness raising, campaigning and research].
- 26 pence is spent on generating future income – this fundraising investment makes sure we can carry on providing care and support in the future and meet growing demand.

### **Is there a charge for Marie Curie services?**

No. All our services are free to patients and their families This is thanks to charitable donations and some NHS funding.

### **How does my money help?**

By donating to Marie Curie, you are funding care and support for people living with a terminal illness, and their families, across the UK. We believe everyone living with a terminal illness should be able to get the most from the time they have left, however hard that may sometimes feel.

Everything we do depends on the generous donations of our supporters. Around two-thirds of the money we spend each year comes from the people, companies and trusts who decide to support us. The remaining third comes from the NHS.

Without our supporters, we wouldn't be able to provide vital care and support to the people who need us at an extremely difficult time.

### **Why do you spend money on research?**

We're the leader in research into better ways of caring for people with a terminal illness. We carry out research ourselves and in partnership with other experts to help improve our services, as well as those provided by other organisations. All our research findings are published and available to other care providers, including the NHS, to help them improve the way they care for people with a terminal illness.

Very few organisations fund research specifically about caring for people at the end of their lives. We believe filling that gap is crucially important, so we can be sure the people we are here for get the best possible care. We are always learning more about how to help them.

Our research helps improve the way care is provided in hospitals, care homes, hospices, and by GP and community nursing teams.

### **Why do you spend money on policy and public affairs work?**

We believe everyone with a terminal illness should have access to high-quality care and support, when and where they need it.

But one in every four people doesn't get the care and support they need at the end of their life. We don't think that's good enough. We are doing everything we can to change that, but we can't do it alone.



So we speak out on issues that affect people with a terminal illness and their families. We share our expertise about what people need with the government, political parties and others who influence health and social care policy. We let them know how we think the care people get at the end of their lives can be improved.

We believe this is the best way to make care better for everyone with a terminal illness in the UK, not just the people we directly care for each year.

### **Do you spend any money overseas?**

No. All our work is carried out in the UK and that's where the money we raise is spent.

### **Can I make sure my money is spent in a particular area or on a particular service?**

We will always spend general donations where the need is greatest. As such, it's important that we can provide our services to people across the UK. Having that flexibility is crucial for us and the people we support.

However, if you specifically want your donation to be spent in a particular area or on a particular service, you just need to provide clear instructions in writing with your donation. Alternatively, contact our supporter relations team to let them know, and we will treat your donation accordingly.

### **How do I know you will spend my money effectively?**

We have been providing care and support for people with a terminal illness for 70 years – we were founded in 1948, the same year as the NHS. As well as the people we care for and their families, our thousands of supporters place huge trust in us, as one of the UK's largest and best-known charities. We are determined to repay them by using their money to help as many people living with a terminal illness and their families as we can.

We've committed to six promises to you about how we raise money and communicate with you. And we pay great attention to ensuring that we are working in the most efficient and cost-effective way. Each year, we set out:

- exactly how all our money is raised and spent, in our annual report and accounts
- the difference your support has made, in our impact report
- how the care you are funding meets high standards of quality, in our quality account

We would love to hear from you if you have any comments or questions about our work and how we raise and spend our funds. You can contact us on 0800 716 416 or **[supporter.relations@mariecurie.org.uk](mailto:supporter.relations@mariecurie.org.uk)**

### **Why do you spend money on generating income?**

The money we spend on generating future income is an investment to make sure we can carry on providing care and support in the future.

Without investment in fundraising, we'd have a lot less overall to spend on helping people with a terminal illness and their families each year. It means we wouldn't be able to keep providing the same levels of care and support in the future.

### **Do you receive any funding from the NHS?**

Yes. The NHS funds around half the cost of our nursing services and our hospices. The remaining costs are met through donations to the charity. As such, we would not be able to provide our services without the generosity of our supporters.

### **How much profit does Marie Curie make each year?**

Marie Curie is a not-for-profit organisation. We use the funds we raise to provide care and support for people living with a terminal illness and their families.

We do keep some funds in reserve – this is usually around three months' running costs. The level of reserves is agreed by our trustees.

Without cash in reserve, we would be at risk of not being able to deliver our services in the future – for example if we raise less money than we expect in a particular year, or if our costs should increase for reasons outside of our control.

## **2. Using the local media**

There will be occasions when local media can be used to publicise the achievements of your Fundraising Group, promote fundraising activities and recruit new members to the group. Here is some guidance on what might be of interest to the media, the resources available to help you, and tips and advice on working with your local media.

### **What kind of stories might be newsworthy?**

The starting point for any publicity is to consider whether you have a newsworthy story that will interest local media. Think about whether your news is unusual, timely, impressive, new or significant in some way. Local journalists can receive hundreds of press releases each day so your activity will need to stand out to interest them.

The types of story that might be covered by the local media include:

- The launch of your group and the reasons why you've formed.
- A significant fundraising milestone reached by your Fundraising Group – eg the group's first event or the group's anniversary, with a quote thanking local people for their support.

- An unusual or exciting fundraising activity taking place, where local people are invited.

If you have a story that is newsworthy and would be appropriate for your local media, there are different ways to communicate your news locally.

**You will find a template press release, photocall notice and letter to editor at the end of this chapter. Please adapt and use these to help publicise your group's activities.**



### **What is a press release, and why use one?**

A press release is a written communication that gives journalists the information they need to write stories. A press release can be a good way of generating media coverage.

Your press release should contain the key elements outlined below and in the template press release. There are no guarantees it will be printed, and it may be edited or completely rewritten, but there are ways to ensure your press release is effective and stands out.

**A snappy headline:** This is a good chance to grab the journalist's attention and lead them into the first paragraph.

**A gripping first paragraph:** The first paragraph is crucial – it must hook the journalist and contain the key news you want to convey. Start with the news ('the five Ws') and add the background later in the release.

**The five Ws:** who, what, where, when and why.

- Who's involved? eg Marie Curie supporters, volunteers or local dignitaries.
- What are you doing? eg holding a village fair.
- Where are you doing it? eg at a local community centre.
- When are you doing it? Always make sure your news story is not out-of-date.
- Why are you doing it? See our key fundraising message below.

### **Marie Curie's key fundraising message:**

This overarching key message for fundraising activities should be included in all press releases:

*The money raised will help Marie Curie fund vital care and support for people living with any terminal illness and their families in [insert location] and elsewhere in the UK.*

*This means the charity will be able to reach more people affected by any terminal illness, including those with cancer, dementia, heart or lung disease and motor neurone disease.*

## Key PR messaging:

Marie Curie is the UK's leading charity caring for people living with any terminal illness, and their families.

Every day, Marie Curie makes a real difference to people's lives – by helping people living with a terminal illness and their family and friends get the most from the time they have left.

Marie Curie Nurses work night and day, in people's homes across the UK, providing one-to-one care and vital emotional support.

The charity provides round-the-clock, specialist care in nine hospices at the heart of communities across the UK.

Seven out of 10 carers say that people with a terminal illness do not get all the care and support they need. Marie Curie doesn't think that is good enough.

The charity provides clear, practical information and emotional support from the point of diagnosis, or when someone feels they need it.

Marie Curie's trained Helper volunteers support people at home and in the community – they can visit regularly to have a chat over a cup of tea, help get someone to an appointment or just listen when the person needs a friendly ear.

A free confidential Support Line is there for anyone who has questions about any aspects of terminal illness, needs support or just wants to talk. You can call the Marie Curie Support Line on 0800 090 2309, use the online chat open Mon-Fri 8am-6pm; Sat 11am-5pm] or visit **[mariecurie.org.uk/help](https://mariecurie.org.uk/help)**.

Marie Curie is the leader in research into better ways of caring for people with a terminal illness. Marie Curie also campaigns to improve the care that everyone receives at the end of their life, not just the people the charity directly supports.

**The right language:** Most journalism requires short sentences and words, plain language and no jargon. Also, be sure to check your release before sending it out, as spelling mistakes and grammatical errors can be off-putting to journalists.

**Quotes:** Your release should use a quote from a named person – your Community Fundraiser or a Fundraising Group member. While the rest of the press release should be written in the third person and be factual, a quote can be written in the first person and can contain an opinion about the event or occasion being promoted. For example:

*Mr Jones, Chair of the [xxxxx] Fundraising Group said: "The summer fete promises to be a fun day out for families across [area]. Everyone is welcome and we are keeping our fingers crossed that the sun will be shining."*

**Contact details:** All material sent to the media should include a contact name and number for the Fundraising Group in case a journalist needs more information on the story or fundraising activity which you are publicising (see template press release). The contact details of your local Community Fundraiser should always be included for any enquiries about Marie Curie and all enquiries about the charity and its services should be referred to the Community Fundraiser.

**Notes to editors:** Notes to editors are useful supporting information for journalists about Marie Curie. These should be included at the end of the press release (see template press release as an example). Up-to-date notes to editors will be provided for you and should be included at the end of all your releases.

### How to send your release out to the media

Send your full release – including notes to editors and contact details – in the body of an email to the newsdesk of the local media you are targeting and/or to a named journalist – your Community Fundraiser may be able to provide you with a contact at the paper. Include the headline of your release in the subject line of the email.

**At the top of the body of the email always include the sentence:**

*This press release has been issued by the (Insert name) Fundraising Group for Marie Curie.*



Follow up your press release with a phone call within a day or two, as this can help to make a story stick in a journalist's mind and allow you to provide any additional information about the story they may need.

However, remember that journalists work to tight deadlines and may have little time to speak. A story may not appeal to them or may not be appropriate for their publication, and we would strongly recommend not putting pressure on them if they indicate it is not for them.

### Timing

Approaching the media at the right time with your story is crucial. If your fundraising activity took place two weeks ago, it is far less likely to be of interest to the media than if it happened yesterday. In most cases the media would prefer to be informed before the fundraising activity takes place – or soon afterwards if you are letting people know of its success and the amount of money raised.

Also, consider how frequently you are contacting your local media. The key is to always have a newsworthy story, and sending several press releases to a media outlet in a short period of time may irritate a journalist or reduce the chances of coverage for another more important piece of news you would like to publicise.

## Photocalls

There may be occasions where you would like the local media to attend your fundraising activity and photograph it, particularly if there is something visually interesting taking place. In this situation, you could send out a photocall notice instead of a press release (an example photocall notice is provided at the end of the chapter).

This notice should be no longer than one page and offer the media the key information they need – a brief description about what the occasion is and why it is taking place, who will be there, where it is being held, on what date and what time.

Email your photocall notice to the newsdesks and picture editors of your local media a week before the date and follow up a day or two before.

The newspaper may agree to send a photographer if they are interested in your fundraising activity, but this cannot be guaranteed – particularly at busy times such as weekends and evenings, or if they have limited staff. If a photographer does attend, give them a press release on the day containing all the information their publication will need about the fundraising activity.

We recommend you find a volunteer with a good camera as a back-up in case local newspapers are not able to send a photographer. If you have a good photo of the fundraising activity, this can be sent to the local press afterwards. Remember to caption the picture properly, include the names of all people pictured (left to right) and get the consent of everyone pictured prior to its publication (in the case of under 18s, you will need the consent of their parent or guardian). Avoid emailing very large files as these can fill up the inboxes of media outlets and can get blocked by spam filters.

### What is a letter to editor, and why use one?

A letter to editor is a great way to ask something specific of local people, for instance:

- Join our Fundraising Group
- Help needed
- Thanks for supporting our fundraising activity

A letter to editor template is included at the end of this chapter for you to adapt and use.

You would send a letter to editor to the media in the same way as a press release (see **How to send your release out to the media** on the previous page).

## Appendices

At the end of this chapter, you will find a copy of the following:

- Launch press release template
- Fundraising event press release template
- Photocall template
- Letter to editor template

## **5. Keeping your fundraising safe and legal**





Keeping your fundraising safe and legal will ensure that you, the people who support your group and the name and reputation of the charity are all protected. Ultimately, this protects the people who need our care.

This chapter is divided into five sections:

### **The law**

Marie Curie is governed by charity and company laws. We must ensure all our activities comply with these laws and, as a Fundraising Group for Marie Curie, you must do everything you can to ensure you are operating within the law.

### **Prize-led fundraising, gaming and gambling**

These are forms of gambling and, as such, there is a need for safeguards and other regulations.

### **Licensing**

Some of the events and activities you organise will require particular licences.

### **Health and safety**

We want everyone to have fun and enjoy themselves while organising, attending or helping at Marie Curie fundraising activities, so it's important that measures are taken to ensure safety for all involved.

## Insurance

This section outlines the insurance policies Marie Curie holds.

Please refer to this chapter every time you are planning a fundraising activity to ensure you are considering everything you need to. Not all the information will be relevant on every occasion, but it is important you know what you need to take action on, and when, in order to stay safe and legal.

As part of your induction, you should have completed some mandatory training including health and safety and data protection training. If you haven't, or have any queries relating to these policies, please speak to your Community Fundraiser.

## 1. The law

Some areas of legislation are complicated and differ between the countries within the United Kingdom, so always speak to your Community Fundraiser if you have any questions.

### Our registrations and name

Marie Curie is registered as a company limited by guarantee and as a charity. As such the charity must adhere to both company and charity law. The trustees of Marie Curie are ultimately responsible for ensuring all the activities of the charity are safe and legal. This responsibility is shared with all employees and registered volunteers.

The following text needs to be shown on all communication from your group:

Marie Curie is a registered charity in England and Wales (207994) and Scotland (SC038731). Registered as a company limited by guarantee in England and Wales (507597).

It is already included on the letterhead provided to you.

The following sections outline the most common legal requirements you and your group need to be aware of and comply with.

### Collection boxes

Your Fundraising Group is probably responsible for the collection boxes in your area. When placing and exchanging them, make sure:

- You have an ID card.
- Boxes are properly labelled, numbered and sealed (your Community Fundraiser will give you the labels, numbers and seals).
- You do not take out any expenses from the money you have collected – instead an expense claim must be submitted.
- Two unrelated people are present when counting the contents.

See the chapters **Raising money** and **Dealing with money** for more information on raising and banking money through collection boxes.

## Sponsor forms

If you organise a sponsored event you should only use Marie Curie's official sponsor forms. These adhere to all Gift Aid requirements. You must keep a record of the number of sponsor forms allocated to each participant and collect in the top copy of the form at the event.

Marie Curie has a legal responsibility to ensure money raised by sponsored persons is received in full by Marie Curie and that no part can be given to any other charity. This responsibility falls to your group if you organise a sponsored event.

## Fraud

Unfortunately, there are some unscrupulous people who try to make money through the unauthorised use of a charity's name. These people give Marie Curie a bad reputation and, as such, we do whatever we can to stop them.

Any cases of suspected unauthorised or fraudulent fundraising should be reported to your Community Fundraiser at the earliest opportunity. Details of dates and places where the fundraising activity took place, and names of individuals involved, if known, are helpful.

Similarly, we have procedures and systems in place to prevent fraud among our staff and volunteers. Anybody who suspects fraud should contact their Community Fundraiser immediately.

We ask that the procedures in the chapter **Dealing with money** are followed carefully. They protect the charity and you, as well as assuring donors their donations are used for the purpose for which they were given.

## Data protection

The law restricts the use of personal information held on living individuals. In general terms, we cannot use an individual's personal data for any purpose other than the purpose for which we obtained their details. This means, for instance, that we cannot use the contact details of people giving us donations to notify them of a fundraising event without their prior permission.

In order to gain their permission Marie Curie has an approved contact preference statement, which must be used on any leaflet or correspondence when collecting personal data. If you wish to collect personal contact details for use after the event for which you obtained it, please ask your Community Fundraiser for the appropriate wording to use and refer to the chapter **Telling others** for how to record it.

Once personal information has been collected it can only be used in accordance with the Data Protection Act 1998. Your Community Fundraiser may be able to supply you with details of supporters who have given permission to contact them but this must only be done for the specific activity for which the supporter has given permission, and in the

way they have asked us to. Your Community Fundraiser will give further details of how to handle this data. This is essential to comply with the Data Protection Act.

If someone who is attending your event wishes to be kept informed of future Marie Curie activities you should pass their contact details securely to your Community Fundraiser.

### **Working with businesses**

Any business which plans to inform its customers that it will make donations to Marie Curie arising from sales of its products or services is required by law to have a written agreement with the charity, whether or not it wishes to use the charity's logo.

Examples include:

- A café offering to give 10p to the charity for every cup of tea sold in June.
- A hairdresser giving 10% to the charity for every cut and blow dry in March.

In these situations, please contact your Community Fundraiser. This does not apply to one-off cash donations where the business has not publicised its intention in advance.

### **Contracts**

You may come across contracts when you are organising events, for example contracts you may be asked to sign for venue or equipment hire. Only the Company Secretary or those with designated authority can sign a contract on behalf of Marie Curie. If you are asked to sign a contract, please forward this to your Community Fundraiser who will pass it on to our Legal team.

### **Restricted items and prizes**

If you are selling a product to raise funds for Marie Curie it is important that it cannot harm or injure an individual. When sourcing products – either to sell or offer as a prize (including in a raffle) – please consider whether they could harm someone or are illegal.

The following items are all prohibited or have restrictions relating to their sale:

- Alcohol – it is illegal to sell or offer alcohol as a prize in a tombola or raffle to anyone under the age of 18 years. See also the section on **alcohol**
- Appliances operated by electricity, gas or oil
- Children's car safety seats
- Children's outer garments with a drawstring in hood
- Children's shoes
- Children's nightwear

- Chipped glass or crockery which can be used for eating and/or drinking
- Cigarettes, cigars, tobacco, cigarette papers, shisha etc
- Cosmetics and toiletries unless new and sealed and from the UK/EU
- Crash helmets, both bicycle and motor
- Duvets and pillows unless new and in original packaging
- Earrings for pierced ears unless new and unworn. We don't recommend these are ever offered because of safety regulations around nickel. Gold and silver cannot be considered unless they are hallmarked
- Furniture
- Hot water bottles
- Knives – it is illegal to sell **any** type of knife or other bladed or sharply pointed items to anyone under 18
- Medical appliances
- Nightwear (adult) unless marked 'keep away from naked flame' or 'flame resistant materials'
- Prams, carrycots and stands
- Prescription glasses (any donated prescription glasses can be recycled in a local Marie Cure shop where they will be passed on to the Lions Club)
- Real fur garments
- Riding hats
- Toys without a CE label, instructions for use and details of the manufacturer
- Underwear except unworn lingerie still in its original unopened packaging
- Poisonous or hazardous plants (see the Royal Horticultural Society's website for more information)
- Video tapes, DVDs and video games unless commercially produced. Be aware of any age classifications
- Replica and real weapons
- Spray paint/solvents to anyone under the age of 18. Aerosols, polish and nail varnish or remover all apply
- Herbal/legal highs
- Candles/soap in the shape of food (the Food Imitations (Safety) Regulations 1989 apply)



If you are in any doubt about an item's suitability, safety or hygiene, don't sell or offer it. For help, speak to your Community Fundraiser.

## Driving

Driving a vehicle may be helpful in certain volunteer roles. If you drive occasionally as part of your volunteering, you need to understand that you must be:

- Using a vehicle that is safe and road legal
- Competent to drive it safely
- Adequately insured when using it for suitable purposes in the course of your volunteering (see **Insurance**).

All volunteers who will be driving must read the Volunteer Driving Policy. Your Community Fundraiser will be able to tell you of any driving specific documents to complete. Your driving documentation will be checked before you start driving when volunteering, and then on an annual basis by your line manager.

## 2. Prize-led fundraising and gaming

### Background

Prize-led fundraising is defined as a fundraising campaign or activity where the condition of donating involves an incentive such as winning a prize. This can apply to a wide range of fundraising techniques, however the same rules and regulations do not apply to all types of campaign.

Some of the larger scale prize-led fundraising campaigns such as large society lotteries require a licence by the Gambling Commission.

We do not have the resources to allow other teams or fundraising groups to use our Large Society Licence to run a campaign, due to the operational risk and increased level of regulation involved. Failure to comply with statutory requirements and licence conditions may result in monetary fines and licence revocation. To avoid this, all prize-led fundraising should be carefully considered before being implemented.

However, depending on timings, you can request tickets to one of four seasonal raffles to sell on our behalf:

- Daffodil Raffle – February to April
- VIP Raffle – April to June
- Summer Raffle – July to September
- Christmas Raffle – October to December

Please contact your Community Fundraiser or **goodwaystowin@mariecurie.org.uk** for more information.

Marie Curie has a gaming programme that includes a weekly lottery, seasonal raffle and prize draw programme. For more information go to **goodwaystowin.com** or email **goodwaystowin@mariecurie.org.uk**.

## What's the difference between a lottery, competition and non-commercial gaming event?

A **lottery** is defined by the Gambling Commission as having three key elements:

1. There is an arrangement to pay to enter the campaign.
2. There is always at least one prize awarded.
3. Prizes are awarded purely on chance.

*Examples include a tombola or raffle.*

A **competition** is a game where skill, knowledge or judgement is used to win a prize.

*Examples include a crossword competition, or spot the ball.*

**Non-commercial gaming** is another word for non-commercial gambling where apart from reasonable costs, proceeds must not be used for private gain and must be given to a good cause in full.

*Examples include race nights, casino, poker and bingo.*

## Lotteries

Lotteries are regulated under the Gambling Act 2005, except in Northern Ireland where they are regulated by the Betting, Gaming, Lotteries and Amusements Order 1985 and Lotteries Regulations. Lotteries need to comply with the terms of Marie Curie's gambling licence, issued by the Gambling Commission.

Some lotteries, such as large society lotteries, require a licence. A licence is generally required where tickets are sold throughout a geographical region, in advance of the draw and where the proceeds from ticket sales exceed a prescribed amount. The legal and administration requirements of licensed lotteries are very complex and we advise groups **not** to organise their own.

## What type of lottery can I organise?

Lotteries can be classified differently depending on the context of where you want it to take place. The types of lottery which do not require a licence or registration include an incidental lottery and three types of private lottery (society, work and residents' lotteries). The next section will explain more about holding a tombola or raffle.

## Incidental lotteries

Incidental lotteries are where the lottery is not the only or main purpose of the event (eg a raffle at a dinner dance). While the event may be commercial or non-commercial, the lottery must be promoted wholly for charitable or 'good cause' purposes and cannot be run for private or commercial gain.

Fundraising groups can hold incidental lotteries at their events. Tickets can be sold to anyone, but there are regulations in place to limit the scope of how much can be raised.

Incidental lotteries can take place at commercial events, but not in places that are licensed for gambling events (ie racecourses).

<b>Incidental lottery guidelines</b>	
<b>Do's</b>	<b>Don'ts</b>
All net income from the draw must go to Marie Curie.	The lottery must not be the main activity at the event.
Tickets must only be sold at the location and during the event (the event itself can last for more than one day).	Total admin costs claimed against draw proceeds must not be more than £100.
The draw must take place during the event or after. You must give information on where entrants can find out about the draw results.	Total prize costs claimed against the draw proceeds must not exceed £500. There is no maximum limit on the value of donated prizes. There cannot be a rollover of prizes.
Tickets must be sold for a consistent value.	Prizes must not be cash, and must not breach legal and regulatory requirements or Marie Curie Policy – please refer to <b>Restricted Items and Prizes.</b>
Tickets must be at least standard cloakroom tickets.	You must not make a commercial or private gain from this type of lottery.

In Northern Ireland, there is no statutory limit on the price of tickets or chances. There is also no limit on the value of prizes (which may be donated) in this type of lottery. However, the organiser must keep records and accounts of all income and expenditure. They must be able to provide these on request.

### **Private lotteries**

A private lottery can also be called a workplace, members' or residents' lottery. The main difference between this and an incidental lottery is that a private lottery is not open to the public. It also has strict entry and marketing rules to reduce the scope of any draw.

Unlike an incidental lottery, this can take place over a period of time and doesn't have to be in conjunction with an event. People have to enter in person and tickets cannot be sold remotely or to anyone who does not work, have a membership, or live where the draw is taking place.



<b>Private lottery guidelines</b>	
<b>Do's</b>	<b>Don'ts</b>
You must ensure that the lottery is not open to members of the public and only to employees/members/residents.	You must not allow persons who are not present in person to enter this draw.
You must ensure that this raffle is only promoted by private poster in an office, private location, place of residence or on the intranet of a place of work. The campaign cannot be sent to any other premises.	You must not market this type of campaign through email, letter or telephone.
You must give information on where entrants can find out about the draw results. Winners can be displayed on posters or on the intranet.	All proceeds (gross ticket sales) must be used for prizes, and only reasonable expenses (<£100) must be incurred. There cannot be a rollover of prizes.
Tickets must be sold at the same price and are not transferable.	You must not run this raffle over more than one premises. Each individual premises needs to host its own individual lottery.
Tickets must be at least standard cloakroom tickets.	Prizes must not breach legal and regulatory requirements or Marie Curie Policy – please refer to <b>Restricted Items and Prizes</b> .

### **Sweepstakes**

A sweepstake is an example of a private lottery, although it uses a slightly different draw mechanism. The private lottery guidelines also apply to sweepstakes.

Sweepstakes are an easy way of generating a small level of income in office or community based scenarios (where access to prizes is difficult) but can only be open to people in the private location they take place.

We create and produce sweepstake kits for a number of popular events throughout the year (Eurovision, The X Factor, Grand National) as well as template kits to make running a sweepstake simple and straightforward. Contact [goodwaystowin@mariecurie.org.uk](mailto:goodwaystowin@mariecurie.org.uk) to receive a calendar of the events we cover and copies of our blank template.

Sweepstakes follow the same restrictions as private lotteries, but entries are randomly drawn so that all entrants have equal chance to win. The draw is based on a separate event where the result hasn't been determined (or isn't known by entrants).

Prizes are levied from the cost of entering the sweepstake. It can be arranged that all money goes to the winner, or a portion goes to the winner and the rest to Marie Curie. No private or commercial gain must be made.

## Other gaming activity

### Free prize draws

Free prize draws are similar to raffles, where people can enter to win a prize, but entries must be free. You can limit how many entries people can have and ask for a donation at the time of entry. However, it must be clear that there is no charge for entering and that donating will not affect the chance to win.

Free prize draws are a good choice if you are in a situation where you cannot follow the regulations for incidental or private lottery draws.

Free prize draws are not regulated by the Gambling Commission. However, it is easy to cross the boundary and in fact offer an illegal lottery if there is not a truly free route of entry.

Free Prize Draw Guidelines	
Do's	Don'ts
Ensure that people can genuinely choose to take part without paying.	Differentiate between entrants who choose to give a donation and those who do not. All entries must have equal chance to win.
Make sure that terms and conditions for a draw are displayed – support for this can be requested from <b>goodwaystowin@mariecurie.org.uk</b>	Make commercial gain or profit from this type of draw.
Tickets must be at least standard cloakroom tickets.	Prizes must not breach legal and regulatory requirements or Marie Curie Policy – please refer to <b>Restricted Items and Prizes</b> .

### Competitions

If your group is planning to run a competition, please speak to your Community Fundraiser to ensure your idea is classed as one.

The skill required needs to be a substantial enough challenge to deter a proportion of entrants from getting the correct answer. This is because drawing a winner from a selection of correct entries is instead classed as a lottery.

Examples of competitions that the Gambling Commission classifies as requiring a high enough level of skill to constitute paying to enter are a crossword or spot the ball.

Anyone running a competition should make sure to include appropriate terms and conditions. Support for this can be requested from **goodwaystowin@mariecurie.org.uk**.

## Non-commercial gaming

The following information should be read before organising a non-commercial gaming event as the rules governing non-commercial gaming are complex. You might prefer to use a third party provider to organise this kind of event. In all instances, players must be aware that proceeds will be benefiting Marie Curie and only reasonable costs can be taken from the event proceeds.

As a general rule, events must not be held at licensed premises. There are exceptions where the premises is a 'track' and, in these cases, the premises is able to rely on its premises licence or notice, provided the licence is not actively being used at the same time. Always speak to the venue and/or your Community Fundraiser before planning an event at a track.

All participants must be at the premises to play (playing via telephone or online is not permitted).

If third parties are selling goods or services at your event (eg if someone is selling refreshments), this does not count as money raised for Marie Curie and can be retained by that third party.

Non-commercial gaming (ie gaming where no part of the proceeds is for private profit or gain), falls into three categories:

1. Incidental lottery – where the gaming is not the only or main purpose of the event. A race night can be operated as an incidental lottery so there are no limits on the amount players can be charged to participate. No more than £500 may be deducted from the proceeds of the event for prizes, which may be in cash or in kind. No more than £100 may be deducted from the proceeds for reasonable expenses incurred for organising the event. The incidental lottery guidelines apply.
2. Prize gaming – where the prize is advertised in advance and is not dependent on the number of people playing or the stakes raised. The game determines the individual winner(s) – eg those who select a named horse in the race or by counting who has the most casino chips at a set time.

<b>Non-commercial prize gaming guidelines</b>	
<b>Do's</b>	<b>Don'ts</b>
<p>You must determine the prizes before play commences.</p> <p>There are no statutory limits on stakes, prizes or participation fees.</p>	<p>You must not use the money raised for private gain.</p>
<p>You must ensure that all players are told for what purpose the money raised from the gaming is going to be used.</p>	<p>The event cannot take place:</p> <ul style="list-style-type: none"> <li>• on premises (other than a track) which hold a premises licence,</li> <li>• on a track at a time when activities are being carried out in reliance on a premises licence,</li> <li>• on premises at a time when activities are being carried out in reliance of a temporary use notice.</li> </ul>
<p>You must apply the profits for a purpose other than private gain.</p>	<p>The gaming cannot be remote. It must take place at events, on premises, and for gaming in person.</p>
<p>You must always speak to the venue and/or your Community Fundraiser before planning an event at a track.</p>	<p>Prizes must not breach legal and regulatory requirements or Marie Curie Policy – please refer to <b>Restricted Items and Prizes</b>.</p>

3. Equal chance gaming – where chances are equally favourable to all participants and players are not competing against a bank (eg using archive films of horseracing without revealing the details of each race). The charitable funds are usually raised through an entrance fee, participation fee or through other payments related to the gaming.

<b>Non-commercial equal chance gaming guidelines</b>	
<b>Do's</b>	<b>Don'ts</b>
You must ensure that all players are told for what purpose the money raised from the gaming is going to be used, and the profits must be applied for that purpose.	Players cannot be charged more than £8 a day to participate and prize value is limited to £600 (£900 for the final event of a series where people have qualified by playing at previous events in the series).
You must apply the profits for a purpose other than private gain.	You must not use the money raised for private gain.
You must always speak to the venue and/or your Community Fundraiser before planning an event at a track.	The event cannot take place: <ul style="list-style-type: none"> <li>• on premises (other than a track) which hold a premises licence,</li> <li>• on a track at a time when activities are being carried out in reliance on a premises licence,</li> <li>• on premises at a time when activities are being carried out in reliance of a temporary use notice.</li> </ul>
	The gaming cannot be remote. It must take place at events, on premises, and for gaming in person.
	Prizes must not breach legal and regulatory requirements or Marie Curie Policy – please refer to <b>Restricted Items and Prizes</b> .

**Occasional Use Notices (OUN):** can apply to race nights where a licensed betting operator takes bets, and odds and form are available to gamblers. The intention is to permit licensed betting operators to use tracks for short periods where the event is of a temporary, infrequent nature. No more than eight OUNs may be issued in a calendar year in respect of one venue.

The meaning of 'track' covers not only horse racecourses or dog tracks but also any other premises on any part of which a race or other sporting event takes place. This type of race night can only be organised at sporting venues under the authority of an OUN, which requires time to organise. Speak to the venue for more information.

For more information on gaming at Marie Curie, please speak to your Community Fundraiser.

## 3. Licensing

### Alcohol

There are several laws and regulations around providing or selling alcohol at events.

If you are planning to provide or sell alcohol at your event, please make sure you contact your local authority as early as possible because a special licence may be required. If your venue is licensed the owners may be able to advise you, but it's always best to check with the local authority to ensure you are complying with the law. Please contact your Community Fundraiser if you are ever unsure.



### General principles in serving alcohol

- Soft drinks should be always available at the function, particularly where under 18s are attending.
- Alcohol cannot be sold to or served by under 18s. If in doubt ask for ID.

### Public entertainment

If you are planning an event where the main focus is music, dancing, or drama, you may need to apply for a Public Entertainment Licence if the venue does not already hold one.

One licence application can cover all types of regulated entertainment, and the sale or supply of alcohol. You can speak to your local council for guidance and to start the application process. Your Community Fundraiser is also there to support you with this.

There will be a cost for the licence but bear in mind that councils have the discretion to waive the licence fee when the event is held for charitable purposes. There is usually a set fee for the licence and a fee per person attending the event. Please check costs with your local authority as early as possible.

Aside from the venue already holding a licence, there are a number of circumstances in which a public entertainment licence isn't needed:

### Music

A licence is not required to stage a performance of live music, or the playing of recorded music, if:

- it takes place between 8am and 11pm; and
- it takes place at an alcohol on-licensed premises; and
- the audience is no more than 500 people

There are also exemptions from the need for a licence of music entertainment in certain venues, including:

- Places of public worship, village halls, church halls and other similar buildings
- Schools
- Hospitals
- Local authority premises

### **Play or dance**

A licence is not required to stage a performance of a play or dance if:

- it takes place between 8am and 11pm; and
- the audience is no more than 500 people.

### **Film**

If you are running a film show in a cinema there is no need to apply for a licence. You may also find that other venues have licences which you can use if you hold your event there, such as

- Places of public worship, village halls, church halls and other similar buildings
- Schools

In other circumstances, a licence may be required to show a film:

- in public
- in private, if those attending are charged for entry and the intention is to make a profit, including raising money for charity

Always check with any prospective venue first. They may already have a public entertainment licence in place.

### **Licences for collections**

If you want to organise a collection in a street, supermarket or shopping centre, a licence is required. To enable Marie Curie to coordinate collections in local areas, you must consult with your Community Fundraiser before requesting a licence.

Permission at certain sites may be restricted to one collection per year and Marie Curie would reserve this for the Great Daffodil Appeal. See the chapter **Raising money** for more information.

*A special licence is also needed to collect house to house (by knocking on doors and asking for donations or using envelopes). We advise you to not organise house to house collections because the charity already organises annual collections in most towns across the UK. If you wish to participate in a house to house collection, please let your Community Fundraiser know.*

## Gambling Licenses

Marie Curie has a gambling licence issued by the Gambling Commission. To keep within the terms of the licence, it's vital that your group follows the guidance issued in this handbook and keeps your Community Fundraiser informed when organising any event involving gambling. Refer to the section **Prize-led fundraising, gaming and gambling** or speak to your Community Fundraiser for more information.

## 4. Health and safety

For each of your fundraising events, please consider the measures below to ensure it is safe for all involved.

### Responsible person

A group member should be appointed as soon as possible to ensure all safety measures are planned for and that their implementation is overseen on the day. This individual will be a delegated **responsible person**. They will ensure the safety and welfare of people at the event and are responsible for reporting any accidents/incidents which occur in preparation for or during the event.

A responsible person should coordinate the following activities:

- Risk assessments
- Fire marshalling and evacuation
- First aid
- Ensuring all fire procedures and general safety rules are followed

If conditions change prior to or during the event, action to minimise risk should always be taken.

A risk assessment can help you with the overall organisation of your event or activity. When you run an event or activity, you are legally required to assess the risks involved. The risk assessment process is not difficult but it is an important tool for you to use. We want you to find it a useful exercise to go through, helping to highlight things that you may not normally think of.

[Use our module on the Volunteer Gateway of the Learn and Develop site – \*Risk Assessment for Volunteers\* – to learn more about how to carry out risk assessments for your group.](#)



The aim is to make sure that no one gets hurt or becomes ill. It is about being prepared. Without realising it, we carry out risk assessments in the course of everyday life, eg when we are crossing the road. The main difference is that when you organise an event or activity you need to formalise, record and communicate your assessment.



There are two basic elements used in the process of risk assessment:

- Hazard: something which has the potential to do harm.
- Risk: the chance (low, medium or high) that someone will be harmed by the hazard and how serious the possible consequences will be.

### **Risk assessment process**

You should start considering your risk assessment when you are preparing your event idea for authorisation, whether your event is small or large. The risk assessment itself should be completed as soon as your event idea has been authorised.

Record all your findings, writing down the significant hazards and conclusions, using the *Risk assessment recording form* at the end of this chapter or on the Fundraising Group online area.

The following steps should be taken when conducting a risk assessment:

1. Identify hazards. Think about the activities taking place – what could go wrong? Have a look around the site or venue where the activity will be held and note down what and where the hazards are. This includes the risks involved with setting up and clearing away the event. It's useful to remember that hazards can arise from a variety of sources – namely the environment, people, the activity itself and equipment.
2. Identify who may be harmed by the hazard and how. Consider the group as well as the public.
3. Consider any existing precautions.
4. Evaluate the risk and likelihood of an incident occurring for each hazard you have identified (low, medium or high risk).
5. Decide what safety measures you will implement for each hazard. Think through what you will do to prevent or reduce each hazard from causing harm to ensure the remaining risk is low or has been removed.
6. Record who carried out the assessment, who will be responsible for taking this action and when they will take it.

**Most importantly, put your safety measures into practise.** Share the findings of your risk assessment with all the people helping to organise your event or activity and make sure everyone understands and adopts your safety measures. Record the actions taken.

### **High risk events**

A risk assessment may inform you that the risks are too high and your event is not feasible or that it has to be significantly altered to continue. If the event is too high risk it may not be covered by Marie Curie's insurance. This is why your risk assessment plays an important part in your initial planning.

Examples of high risk events are activities at height, activities involving fire, or activities being undertaken on water (other than swimming).

The Firewalk Event in a Box has been checked with Marie Curie's insurers. You will receive notification of this after receiving the event form.

### **Reviewing your assessment**

You need to review the risk assessment on the day to make sure that there is nothing which has changed or needs to be added since it was originally carried out. There is an example of a completed risk assessment at the end of this chapter.

### **Repeated activities**

One assessment can be used for a repeated activity, but you should review any new risks closer to the new date of the event or on the day itself and update your assessment accordingly. There can be variances from event to event which can require changes to your safety control measures.

### **Fire safety**

Fire is one of the biggest potential incidents that can affect safety at your event.

It is imperative you know the basic actions and precautions to take if you are faced with a fire. The following guidelines should be adapted to suit your specific event and activity:

- If you are using a building to host your event you should take a copy of their Fire Risk Assessment prior to the event. This is a legally required document which shows that the venue host must have assessed the risk related to fire and to have implemented appropriate control measures.
- Confirm the number of people in attendance at your event and ensure it does not exceed the capacity of the venue. Check with your venue host.
- Make sure you have enough volunteers to help with evacuations if necessary, including in a fire.

The responsible person will coordinate the activities of the volunteers and make sure they are aware of the following:

- Fire evacuation procedures.
- Location of fire alarms or the procedure to follow if another signal is to be used.
- Location of all fire exits and ensure there is clear access to them.
- Location of the fire assembly points.
- Location of fire extinguishers.

If a fire breaks out, the following procedures need to be followed:

- Sound the alarm.
- Call the Fire Service immediately (phone 999).
- Evacuate the building or area.

- Only tackle the fire if it is safe to do so.
- Go to the fire assembly point and report to the responsible person. Do not allow anyone to re-enter the building unless the venue host, responsible person or the Fire Service (if in attendance) confirm it is safe to do so.

If you tackle the fire, make sure you use the corresponding fire extinguisher to the type of fire you are faced with. The category code will be listed on the side of each fire extinguisher. If you are unsure which extinguisher to use or how to use it, do not attempt to put the fire out **and get out.**

### Categories for fire extinguisher:

- Water: free burning materials eg wood, fabric, paper
- Foam: flammable liquids
- Dry powder: flammable gases and electrical fires
- CO2: electrical fires

### Managing large crowds of people and traffic

When planning your event, think about how many are likely to attend and the space of the venue. For large groups of people, you may need marshals to help with crowd control, directing people on foot and directing traffic.

If you are unsure, speak to your Community Fundraiser.

### Accidents, incidents and near misses

Accidents, incidents and near misses are bound to happen occasionally. When they do, there is a set procedure you must follow for reporting them so that the charity can take appropriate steps to avoid similar things happening in the future. A report also acts as a record of the incident should a compensation claim be made.

- First ensure the welfare and safety of the injured person.
- If required, call for an ambulance or the **first aid person** on site.
- Take the contact details of the person(s) involved in the accident/incident.
- Contact the next of kin (if appropriate).
- Record the nature of the incident.
- Take the contact details of at least one eye witness (ideally two).
- Notify the community fundraising team of an incident within 24 hours.

If an accident or incident is serious (requires the emergency services), you must contact the Community Fundraising Incident Team (CFIT), who are on call at all times. Your Community Fundraiser will give each of you a card or document with this CFIT number (0800 304 7112).

It is important that any serious incident is handled correctly to protect members of the public, volunteers and staff, resources and the reputation of the charity. By calling this number, a member of the team will be able to offer support and give you guidance. You should carry it at all times when volunteering.

### **First aid**

You need to ensure appropriate first aid cover is available at your event.

#### **Professional first aid cover is required if:**

- **Your event does not involve the sale of tickets and more than 50 people will be attending at any one time, OR**
- **Entrance to your event is by ticket and attendance is over 200 people.**



If your event is high risk, no matter what the numbers in attendance are, you must have professional first aid cover.

If your event is very low risk and attendance is over 200 people (eg a ball or dinner dance), professional first aid cover may not be required. Please consult your Community Fundraising before making this decision.

The recommended providers of professional first aid cover are:

- St John Ambulance
- St Andrew's Ambulance in Scotland
- British Red Cross

If your professional first aid is provided by a third party not listed above, you must obtain a copy of their public liability insurance which must be to the value of £2 million.

If you are holding an event at a host venue, you may be able to use their first aiders and supplies if agreed with them – check with your venue host.

### **Lifting and handling**

It is often the case that you have to move and set up equipment for an event or activity. Follow the general principles involved with safe lifting and handling to ensure you do not injure yourself:

- Wear appropriate clothing and sensible footwear (protect your toes).
- Break down heavy loads into more manageable weights.
- Do not bend or twist your back.
- Always bend your knees.
- Call on the help of others if needed.
- Use any available lifting equipment such as trucks and trolleys.
- Don't ask anyone under 18 years of age to lift heavy loads.

## Using electrical equipment

If you are using any electric equipment at your event or activity it's essential that it has been certified professionally as safe. To check this, the electrical item should have a 'tested for electrical safety' label on it. This should be signed and a retest date recorded. Checks should be completed annually.

If a third party at your event is using electrical equipment, you should ask them to confirm that their equipment has been professionally certified as safe. When engaging a third party, a contract should always be in place.

Anyone using electrical equipment should also visually check it to ensure that it doesn't show any signs of damage, eg to the cables or the casing of the equipment.

## Food safety

If you give out or sell food which causes people to become ill, Marie Curie may be liable. You must pay attention to food hygiene regulations implemented by the local authority. The table below will help you categorise the risk and precautions you need to take:

Category	Description	Risk level	Food Hygiene Certificate and Kitchen Registration
A	Pre-prepared packaged food, eg retail sandwiches, tinned soups and cakes etc.	Low	No certificates are required as food is not being prepared, only served. Food must be served within the sell by date, stored and transported safely.
B	Home-made sweets, cakes, biscuits and sandwiches (as long as preparation does not involve any of category C).	Medium	Ensure food is checked for any signs of contamination and is clearly labelled with <b>all ingredients</b> .
C	Preparation, cooking and reheating of any meat or fish and serving raw or partially cooked eggs.	High	Food Hygiene certificates are required by all those preparing food. We strongly recommend you use an outside caterer instead, and carry out the due diligence outlined below.

If food is being served or prepared, then the following guidelines should always be followed:

- The area for preparation and serving should have good standards of cleanliness.
- Those preparing or serving the food should have good standards of personal hygiene (see opposite).
- Foods should be cooked thoroughly.
- Foods should always be stored and transported at the correct temperature: chilled food must be kept at or below 8°C or 46°F.

## Using third party caterers

For any catering, we recommend you consider hiring food contractors rather than trying to do too much yourself. Alternatively, have the cold food donated by caterers or food retailers.



All third party caterers should have £2 million public liability insurance. You should also check they have the relevant health and safety and Food Hygiene certificates. We recommend you use caterers with either a 4 or 5 star food hygiene rating. You can check for the hygiene rating of any external caterer at <http://ratings.food.gov.uk/>

If you are hiring a venue for an event where food is to be prepared or served, check the kitchen premises are registered with the local environmental health department.

### Food hygiene rules

Anyone involved in the preparation or handling of food for events, no matter how big or small, must maintain a high level of personal cleanliness and follow basic food hygiene rules:

- Wear clean and protective clothing such as disposable gloves and aprons where necessary.
- Tie back hair and wear a suitable head covering, eg hat or hairnet.
- Remove watches or jewellery (except a wedding band).
- Avoid touching faces and hair, smoking, spitting, sneezing, eating and chewing gum.
- Wash hands effectively to help prevent harmful bacteria from spreading from your hands to food, work surfaces, equipment etc.
- Thoroughly dry hands on a disposable towel – harmful bacteria can spread more easily if hands are wet or damp.
- Cover any cuts on hands or fingers with an appropriate high visibility waterproof dressing (blue plaster).
- Keep food preparation surfaces clean and wipe down after use.
- Clean cutlery and crockery before use.

### IMPORTANT – you must not prepare food if you:

- are suffering from, or carrying, a disease likely to be transmitted through food
- have infected wounds, skin infections or sores
- have or have had diarrhoea or vomiting within the past 48 hours

## General food controls

- Always check use by and best before dates on food before preparation and **do not** prepare food if these dates have expired (especially dairy products).
- If food is open and you cannot determine when it was opened, or there is no use by or best before date available, this food should not be used.
- Always follow the instructions on the packaging (eg cook from frozen or not suitable for microwave cooking).
- Always check food for any obvious signs of deterioration such as mould.

## Food allergies

When working with food we have a legal responsibility to provide correct, clear and accurate allergens information about the ingredients in the food that is made or served. The information must be provided to the customer and this should be done through:

- signage
- labelling
- menu information
- provided verbally (upon request).

You will complete training around allergens as part of your Health and Safety training in your induction, but if you are ever in doubt about food ingredients and the presence of allergens, please contact your Community Fundraiser.

An allergic reaction can be produced by a tiny amount of a food ingredient that a person is sensitive to. The only way to manage the condition is to avoid food that makes the person ill. This can be achieved by checking ingredients details on labels of pre-packed foods and providing allergen ingredients information for non pre-packed foods.

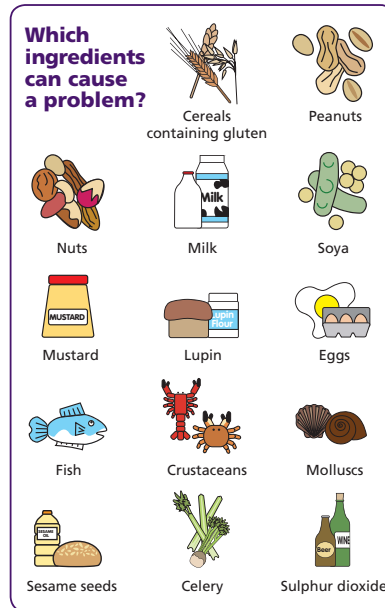
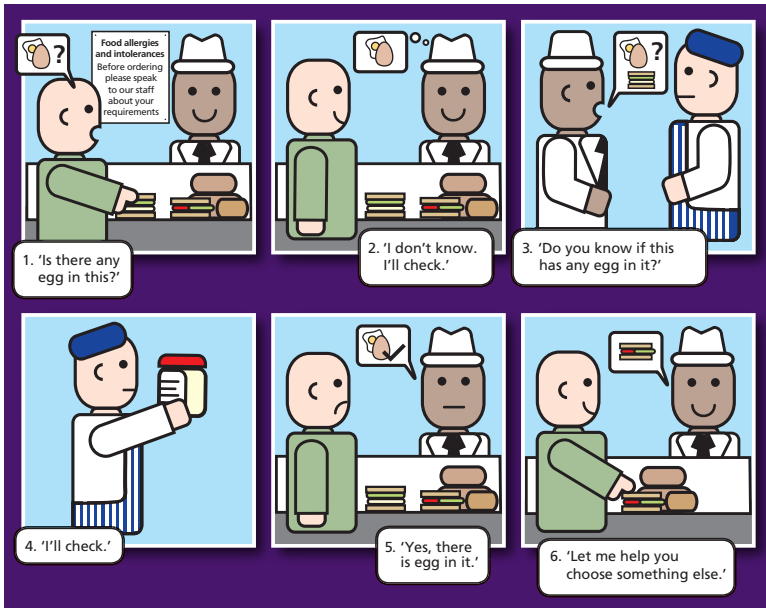
Bought-in food items must be checked thoroughly for the presence of common allergens, as it may not always be obvious from ingredient labels. For example, nuts are not always obviously listed (peanut can be listed as groundnut, groundnut oil, earth nut, monkey nut, mixed nuts, peanut butter, peanut oil and arachis oil).

If there is any risk of a product becoming contaminated with an allergen, then it must be discarded or labelled accordingly.

There are 14 Allergens that **MUST** be communicated to all relevant parties, which are shown in the graphic opposite.

## Think Allergy

When someone asks you if a food contains a particular ingredient – always check. From 13 December 2014, food businesses will need to provide information about allergenic ingredients in the food they serve.



For more information and advice about allergy, visit: [food.gov.uk/allergy](http://food.gov.uk/allergy)  
A booklet *Allergen information for loose foods* is also available to download.

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### Food temperatures

- You should only prepare food which has been appropriately refrigerated (if for any reason you suspect otherwise, the food should not be prepared).
- Any heated food must be piping hot.
- If food is heated to appropriate temperatures and not consumed within two hours of heating, then it **must** be disposed of.
- Once defrosted, all foods should be used, prepared or cooked within 24 hours.

### Personal safety and lone working

Fundraising Group members can sometimes be left alone when carrying out group duties, preparing for an event or while the event is taking place. In addition, the collection and management of money is often involved which leads to potential security issues.

It is important to remember to plan for these circumstances, putting appropriate controls in place and ensuring everyone is accounted for. When carrying out a volunteering duty alone:

- have a fully charged mobile telephone as a means of emergency contact
- have a 'contact buddy' who knows where you are going, when you are due back and what to do if you don't arrive when expected (including contacting local police if appropriate)



- partner up lone females if volunteering in remote event locations
- if possible, request payment for an event in advance to reduce the amount of cash handling taking place on the day
- handle cash in private areas and plan a secure storage area for money and donations
- carry the Community Fundraising Incident Team (CFIT) number with you at all times

## 5. Insurance

### Events

Marie Curie is insured against claims made by participants for injury sustained while taking part in a fundraising event as a result of Marie Curie's negligence. This includes cover for all volunteers involved in a fundraising event which is being arranged on behalf of Marie Curie.

However, all employees and volunteers acting on Marie Curie's behalf have a duty to follow good risk management practice and comply with established procedures, as described in this handbook. Please ask your Community Fundraiser for further guidance on anything you are not sure about.

Anything inherently risky such as fireworks, bouncy castles or boating activities may need to be referred to our insurers to make sure they are comfortable insuring it.

We do not advise groups to organise challenge events such as abseiling or parachuting. For more information, please refer to the chapter **Raising money**.

### Security of money

Cash raised at an event or collection and in transit is insured for £2,500 for each Fundraising Group member. While in transit or when transporting money to the bank, the following rules must be followed:

- Up to £2,500      one person to accompany banking
- £2,501 – £5,000    two people to accompany banking
- £5,001 – £7,500    three people to accompany banking
- £7,501 – £10,000    four people to accompany banking
- Over £10,000      professional carrying company

There is no limit on the insurance of cheques.

Personal safety is very important and your assessment of risk should include security of cash and any risks associated with carrying cash, including the weight of carrying coins.

We recommend that collection tins are transported and counted off site by two unrelated people, unless the site contact specifically requests monies to be counted in their presence.

## **Drivers**

Volunteering will often be included in insurance coverage for the basic social, domestic and pleasure category.

However, it is the volunteer's responsibility to let their insurance company know if they will be using their vehicle whilst volunteering, specifying that they will not be receiving any payment apart from reimbursed expenses.

For more information search 'volunteers' on the Association of British Insurers website: **[www.abi.org.uk](http://www.abi.org.uk)**

## **Personal possessions and events held in the home**

Marie Curie does not have any cover for the personal possessions or property of Fundraising Group members and we would expect you to have your own household and contents insurance to cover you during any home-based fundraising events.

We would recommend you mention the event to your insurers to be confident it is all covered.

## **6. Appendices**

At the end of this chapter, you will find community fundraising incident team guidance.

## **6. Dealing with money**



This guidance explains the basic procedures that must be followed by all Fundraising Groups who are involved with the handling of cash, cheques and charity vouchers.

The procedures have been put in place to:

- protect the charity from fraud, theft or embezzlement
- protect volunteers and staff from accusations of dishonesty
- assure donors their donations and gifts are used for the purpose for which they were given
- enable the charity to maintain up-to-date and accurate records of all our supporters and the contributions they make
- assist the charity in making accurate plans for the future
- help Fundraising Groups to keep accurate records of monies raised

## 1. Tools, templates and forms explained

You can access the forms you need from the Fundraising Group online area or, if you prefer, your Community Fundraiser can send them to you through the post. Where possible, a copy for reference is included at the end of this chapter. You will also be given a paying-in book, a receipt book, Marie Curie donation envelopes and business reply envelopes.

Always include your Fundraising Group name and unique Fundraising Group number on every form you use, particularly on all paperwork you send to the charity.



### Paying-in slip

Every time income is banked, a paying-in slip must be completed from your paying-in book. The completed slip will be given to the bank and the stub will remain in the book for your reference. A unique paying-in slip number will be on the slip (and the stub in the book), which needs to be recorded on the *income form* (online or paper). You must always get a printed receipt as proof of the deposit. Alternatively, the branch must stamp the completed paying-in slip stub.

You will be asked to use a different paying-in slip specifically for income from the Great Daffodil Appeal (daffodil boxes).

### Income form

One income form must be used per paying-in slip. Add details of the income you have banked and how it was raised. For paper income forms please post inside a pre-paid Business Reply Envelope as soon as you have banked, or you can email it to [sat@mariecurie.org.uk](mailto:sat@mariecurie.org.uk). Alternatively, complete the online income form\*. The form (paper or online) must be signed by whoever has counted the income as well as by an unrelated person who was present when the income was counted.

**\*Online income form:** From mid-2017 there will be an online version of the income form which can be used instead of the paper income form. It is simple to use and quick to complete. Your Community Fundraiser will be able to tell you more about how to access it.

### Treasurer's report

We recommend that the Treasurer completes this each time money has been banked and retains it for their own records. These reports are a useful record for your group and are also used to show how donation income has been accounted for. If a query arose about a banked donation, your Community Fundraiser may ask to see this report.

### Donated goods and services register

All gifts-in-kind donated to the group, and how they are used, should be recorded on this register. From time to time, your Community Fundraiser will ask to see the register as part of an office audit.

### Trading stock sheet

If you order trading goods to sell, you will be sent a *trading stock sheet* to complete and return. This will help you and your Community Fundraiser maintain an accurate inventory of stock.

### **Gift Aid declaration form**

Donations from individuals are eligible for Gift Aid. If the group sends the supporter a thank you letter for a donation, you should include a *Gift Aid form* with the letter and return all completed *Gift Aid forms* to your Community Fundraiser.

### **Marie Curie donation envelopes**

Donation envelopes should be taken to events, talks and cheque presentations. If someone wishes to make a donation, you can hand the envelope to the donor for them to put their donation in and seal. The added advantage of envelopes is that donors can record their details and tick the Gift Aid box if applicable.

### **Receipt book**

Your group will be given a receipt book. You should take your receipt book to your events, meetings and cheque presentations so you can complete a receipt on the spot whenever possible.

## **2. Banking**

Marie Curie banks with the **National Westminster Bank**. To find your nearest branch, visit its website at [natwest.com](http://natwest.com). You will be issued with a paying-in book to the bank account specific for your region.

If there isn't a National Westminster Bank near you, please speak to your Community Fundraiser.

In Northern Ireland, you may also use this paying-in book at the Ulster Bank and, in Scotland, you may use the Royal Bank of Scotland.

You should never set up a bank account for your Fundraising Group.

### **Financial year**

Marie Curie's financial year runs from April 1 to March 31. We ask that your Fundraising Group operates the same financial year. This is likely to mean that your first year will be a short year (eg if your group forms in September, there will be seven months in your first financial year).

### **Month end**

The charity must account for all monies banked during the month by recording them on the charity's central databases before reconciling them with statements from the bank. For this reason, we ask that you post or email the paperwork for each deposit promptly after banking. This prevents money being held up in the system, and instead the charity will be able to spend it to help patients and their families.

## Insurance

There is a £2,500 insurance cover limit for money while it's being kept in a group member's home (eg if taken home after an event to be banked the next day). So, if the Fundraising Group has raised more than £2,500 at an event or collection, it should be shared out amongst members.

There is no limit on the insurance of cheques.

When transporting money to the bank, for the insurance cover to be valid you must follow the rules on page 82 under the 'security of money' section.



## Income collected at events and collections

The counting area at events and collections must be secure and well away from any public area. If this is not possible at the venue of the event, the monies should be placed in a sealed bag to take to a secure place for counting. If necessary, share the proceeds amongst members to keep within the limit of £2,500 per Fundraising Group member.

Before sealing the bag, signatures of two unrelated people present should be included. Appropriate bags can be obtained at the bank.

## Banking best practice

- Make yourself known to the bank branch, particularly before busy times like the Great Daffodil Appeal when your visits and amount of coinage will increase.
- Be aware of your surroundings at all times and try to bank in daylight hours.
- Use an innocuous carrier that does not attract attention to the fact you are carrying money – perhaps a rucksack.
- Park as close to the bank as possible.
- If there is any security risk at all, always ensure two people make the journey to the bank.
- For amounts over £10,000, a security company must be used to pick up and bank the money. Please contact your Community Fundraiser if you are anticipating this volume of cash.
- Please do not place yourself at risk. If you are unsure, contact your Community Fundraiser for advice.

## Charity vouchers

Charity vouchers, such as Charities Aid Foundation (CAF) vouchers, cannot be deposited at the bank. Please send these vouchers directly to your Community Fundraiser for processing, along with details of the donation. You should not include these vouchers on your paying-in slip or your income form.

### Credit card payments

There is no facility for Fundraising Groups to accept credit card donations. This is because of the extremely sensitive nature of the data captured in order to process the payments. If a supporter wishes to make a credit card donation, or pay for a ticket for your event by credit card and is unable to pay by cheque or cash, please refer them to your Community Fundraiser.

If you are given a donation envelope with the supporter's credit card details, please hand the envelope back to the person who gave it to you. Alternatively, if you have a contact number for the supporter, please ring them to explain that they cannot process credit card donations and refer them to your Community Fundraiser.

## 3. Income processing

### Banking preparation

- All cash and cheques received must be banked within two working days.
- The counting of all cash transactions should be witness by an unrelated person, and recorded on an income form signed by the two people present. This is a requirement of the Institute of Fundraising.
- All cheques should be made payable to Marie Curie. It is not necessary to include the Fundraising Group name in the payee details. In no circumstances should the cheque be made payable to an individual volunteer or a personal cheque raised in favour of the charity.
- Each cheque should be listed separately on the reverse of the *paying-in slip* used to bank them.
- There should be one *income form* completed for each paying-in slip used. As you will bank income from the daffodil boxes on a unique paying-in slip, you will need to use a separate income form for this.

On **every income form** you will need to complete:

- Your group name
- Unique group number
- Total banked on the paying-in slip
- Paying-in slip number
- Date of income banked
- Signature of the person who counted the income
- Signature of the unrelated person who witnessed the counting of income
- The total banked on the paying-in slip which should match the total on the *income form*.
- An example of a completed income form can be found in the appendix



## Depositing income

Some banks have cash deposit machines which you may use to deposit the cash rather than taking it to the cashier. In this case you can either:

Count the cash in advance at home, in the presence of a witness. Both people must sign the income form.

or

Take the tins and donations to the bank uncounted. In the presence of your witness at the bank, open the tins and enter the donations into the machine. The witness can be an official at the bank, if they have agreed to do so and if you are sure in advance they will be available. Both people must sign the income form.

## Informing the fundraising office

As soon as the monies have been deposited at the bank, post the income form using a Business Reply Envelope or email to **sat@mariecurie.org.uk**

**The following information describes how to handle the monies for specific income streams and record it on the Income Form.**

**We ask for this information because we maintain a record of all our supporters, the contributions they make to the charity and how the money was raised. We keep these records to ensure that we thank supporters properly and understand the value of each fundraising activity to help us budget for the future.**

## Public Collections eg street/supermarket/shopping centre

This includes public collections organised by the Fundraising Group, both during the Great Daffodil Appeal and at other times of the year.

For these, record details of each collection on the income form, as follows:

- The collection date.
- The name of the collection (eg Sainsbury's).
- The address of the collection (provide as many details as possible including a postcode if known).
- Enter the name of each collector and how much money they raised.

## Collection tins (eg counter tops of shops, pubs, businesses)

We recommend that collection tins are counted off-site for security reasons, unless the site contact specifically asks for monies to be counted in their presence.

When you bank the proceeds from collection tins:

- Record the total number of tins the income is from.
- Record the total income from all tins combined.

Complete a box/tin location form (see appendix) to record where you have placed each tin and keep it for your own records. As the charity doesn't keep a record of where the tins/boxes have been placed, it's essential that you keep a record of this.

The charity will **not** send a thank you letter to each site as we have no record of where tins are placed. Please give out a thank you postcard when you collect the collection tin.

### **Daffodil boxes (eg counter tops of shops, pubs, businesses)**

During the Great Daffodil Appeal, you will be sent a kit specific to the collecting and banking of daffodil boxes. You will need to use a specific paying-in slip especially for this type of income.

As with collection tins, we recommend that daffodil boxes are counted off-site for security reasons, unless the site contact specifically asks for monies to be counted in their presence.

When you bank the proceeds from daffodil boxes:

- Record the total number of boxes the income is from.
- Record the total income from all boxes combined.

Complete a box/tin location form (see appendix) to record where you have placed each box. You won't need to send this to Marie Curie but it's essential that you keep a record of this.

The charity will **not** thank each site as we have no record of where daffodil boxes have been placed. Please give out a thank you postcard when you collect each daffodil box.



**By using the special paying-in slips which you will be sent in February for your daffodil boxes, you will be helping us enormously. Don't worry, the proceeds will still be linked to your Fundraising Group.**



### **House to house**

- Record the total number of collectors for the income banked.
- Record the total amount banked from all collectors.

You will need to record collector details on the collector form (see appendix). You won't need to send this to Marie Curie but it's essential that you keep a record of this as your Community Fundraiser may ask to see it for audit purposes in the future.

## Donations

When you receive donations, it's important that you record the following information on the back page of the income form:

- Supporter's full name, including title (the person who has made the donation).
- Organisation name (if applicable).
- Address and postcode.
- Whether the supporter would like an official thank you.
- The value of the donation.
- If the donation was made in celebration of a birthday, wedding or anniversary, include details of who it was in celebration of.
- If the donation has been made in memoriam, include the deceased person's name, if known.
- If the donation was from a funeral director, include details of the deceased's name, funeral director's name and next of kin's name.

We will only send the supporter a thank you letter if you have indicated 'yes' for 'send an official thank you'.

## Fundraising Group events

For the proceeds of events organised by the Fundraising Group:

Record on the back page of the income form the total raised at the event (excluding trading sales) and specify the relevant type of event from the following options:

- Sporting or sponsored event (eg Firewalk, fitness event).
- Quiz or other competition (eg race night, quiz night).
- Fete, stall, other sale (eg jumble, bric-a-brac).
- Entertainment event (eg concert, opera, play).
- Formal social event (eg dinner, ball).
- Informal social event (eg coffee morning, barn dance).
- Show event (eg pet, fashion show).

You also need to complete a *post-event form* after your event. This will include a more detailed breakdown of the event finances.

Completing the *post-event form* should not delay the banking of the event proceeds. If you are not ready to submit a completed *post-event form* at the same time as banking the event proceeds, please let your Community Fundraiser know that this will follow soon (within a month of the event date).

### **Blooming Great Tea Party**

If your group has run or organised your own tea party, simply tell us how much was raised on the back page of the income form.

If your group did not organise or run the tea party, and you're banking it on behalf of a supporter, provide the following details:

- Amount raised from the tea party.
- Supporter/organisation full name.
- Supporter/organisation address and postcode.
- If the supporter/organisation requires an official thank you.

Don't worry, the proceeds will still be linked to your Fundraising Group.

### **Marie Curie Merchandise**

Marie Curie's trading merchandise is subject to VAT and therefore it's essential that you record income from sales as 'Marie Curie Merchandise' on the income form.

For the proceeds from merchandise sales you need to:

- Record the total raised from merchandise sales.
- Complete and record a *Trading stock sheet* so you and your Community Fundraiser can keep an inventory of local stock.

*Please bear in mind that trading goods are not sale and return. This means that Marie Curie does not sell them to a third party on the basis that if they don't sell them on they can return them to Marie Curie for a refund.*

### **Home collection boxes**

Home collection boxes are a way for supporters to collect their loose change to donate to Marie Curie by having a box on their kitchen counter or by their telephone at home. Please simply indicate on the back page of the income form how much was raised from home collection boxes.

### **An event or activity organised by a supporter and not your group**

The proceeds of an event organised in your community may be given to your Fundraising Group or you may be invited to collect a cheque at a local community event on behalf of Marie Curie. For example, your local pub may have held a pub quiz, or the local golf club may donate the proceeds of their annual competition to Marie Curie.

For the proceeds of these events, you need to:

- Record the total raised at the event (excluding trading sales) on the back page of the *income form* as follows:
  - Enter the amount raised at the event
  - Enter the full name and address of the supporter or organisation who organised the event.
- Tell us if the supporter/organisation requires an official thank you.

Supporters who are taking part in a Marie Curie event such as a trek or a marathon may ask you to bank the money they have raised as they will know you as the local Fundraising Group.



Please do not accept this money as it needs to be paid into special accounts or dealt with in a particular way. This is because it may need to count towards a specific target or because we would write to people to prompt them for their fundraising income if it is not handled in the correct way. Please advise the supporter to follow the guidance in their event welcome pack.

### **Donated goods and services (gifts-in-kind)**

You are not required to keep a record of these details or to let your Community Fundraiser know. However, it's essential that you thank the supporter or organisation which has donated the goods or services.

## **4. Expenditure**

As you would expect, Marie Curie keeps comprehensive records of expenditure and has guidelines of what is an acceptable amount to spend on fundraising activities and events.

### **Fundraising Group events**

In the chapter **Raising money**, it was explained that:

- If your event is projected to raise up to £5,000, the cost ratio should be no more than 20%.
- If your event is projected to raise over £5,000, the cost ratio should be no more than 35%.

Cost ratio = (cost ÷ income) x 100.

For instance, if you anticipate your event costs to be £60 and you expect to raise £300, your cost ratio is  $(60 \div 300) \times 100 = 20\%$ .

You will use the *Fundraising Group Event Clearance form* to plan your event budget. Your Community Fundraiser will review the budget with you, make recommendations for adjustment and, if agreed, give authorisation for the event to go ahead.

### **Upfront costs**

Wherever possible, please ask for invoices and send these to your Community Fundraiser for direct payment.

However, it might not be possible for all costs to be invoiced and you may need to spend a small amount of money upfront, perhaps for tea, coffee

and milk for your helpers on the day. If this is the case, you can reclaim your upfront costs from the event proceeds before you deposit them at the bank or, alternatively, via the Marie Curie expenses procedure.

Make sure that the gross amount raised at the event is included on the *post-event form* and attach the receipts for the money you have reclaimed.

### **Invoices**

Most costs should be invoiced directly to the charity. They should have been agreed in advance with your Community Fundraiser using the *Fundraising Group Event Clearance form*.

Invoices should be in the name of Marie Curie and should be sent to your Community Fundraiser for payment as soon as they are received.

### **Volunteer expenses**

Marie Curie is committed to enabling anyone regardless of their financial situation to volunteer with the charity.

Volunteers are encouraged to claim back any out-of-pocket expenses incurred during the course of carrying out their volunteer duties. A copy of the *Volunteer expenses claim form* is included at the end of this chapter for reference, and your Community Fundraiser can send you more.

### **Travel**

It is Marie Curie's policy to reimburse travel expenses to and from the place of volunteering and any travel undertaken as part of the volunteer's role. The normal mode of travel will be by public transport and receipts must be obtained.

Where it is not practical to use public transport, you may choose to use your own vehicle. When claiming mileage, the starting place (geographical location), destination and the reason for the journey should always be recorded on the *Volunteer expenses claim form*.

The mileage rate reimbursed is 45p per mile for the first 10,000 miles and 25p thereafter.

### **Subsistence Allowance**

Marie Curie will reimburse volunteers for the cost of a meal if they volunteer their time for more than four continuous hours in one day and this covers a meal period (ie lunch or evening meal). All claims for meals must be supported with receipts. Claims for alcohol will not be reimbursed. The maximum allowance is £3.50.



## Other expenses

Marie Curie will reimburse any other out-of-pocket expenses incurred as a result of volunteering with the prior agreement of your Community Fundraiser. Other expenses may include:

- **Postage and stationery.** We recommend that your Community Fundraiser provides you with all the stamps and stationery you require. If it has been necessary for you to provide your own stamps and stationery, then you may agree with your Community Fundraiser to be reimbursed.
- **Phone calls.** An itemised bill must be provided and the reason for the call stated.
- **Parking expenses.** If there are no other free parking facilities, claims for parking costs will be reimbursed. Please note, parking or speeding fines will not be reimbursed.
- **Congestion Charge/tolls.** Marie Curie will refund the cost if the volunteer is required to travel through a Congestion Charge area or pay a toll.

All claims should be made using the *Volunteer expenses claim form*. Your Community Fundraiser can email you an electronic copy of this form or, if you prefer, send you copies by post. Claims should be submitted on a calendar month basis. A claim should not be more than three months in arrears as this may result in non-payment.

The most efficient and cost-effective method for reimbursement is through credit transfer, direct to the volunteer's bank account. A *credit transfer form* is included at the end of this chapter for reference. Your Community Fundraiser can send you more. Alternatively, payments by cheque can be arranged.

Expenses forms should be returned to your Community Fundraiser.

Expense payments take place at the end of every month.

## 5. Appendices

At the end of this chapter, you will find a copy of the following:

- Income form
- Collection tin/daffodil box location form
- Treasurer's report
- Trading stock sheet
- Donated goods and services register
- Volunteer expenses claim form
- Credit transfer form

# Appendices



# Chapter 1

# Case for support narrative

## What is a case for support?

Our case for support explains to prospective donors why they should support us. It needs to be clear, compelling, comprehensible and consistent.

## What is this document?

This is the overall narrative of the case for support, outlining the overall story that our fundraising activities should tell to donors.

## What does it cover?

It summarises:

- The need we're here to meet
- Our core vision and beliefs
- Who we are and what we do
- How your support makes a difference
- What makes us special

## Who is it for?

Ultimately, for all potential donors. It may be particularly useful for pitch documents, presentations or as a guide for face-to-face conversations, e.g. with potential corporate partners or major donors.

## How can I use it?

In whatever way you find useful. You may want to use specific phrases or sections depending on what you're trying to illustrate in your activity – e.g. if you're specifically talking about need.

You should use the case for support narrative in conjunction with other materials, e.g. the key messages, facts and stats pack and brand narrative (all available on the intranet).

## What's next?

- Shorter, more urgent messages to the case suitable for broader fundraising activities.
- Continued development of the full case for support, with significantly more detail around each section of the narrative.
- Updated versions of other brand messages to align more closely with the case for support.

## Who can I contact with any queries?

### Charles Williams

*Head of Content*

charles.williams@mariecurie.org.uk

### Anthea Martin

*Case for Support and Stewardship Manager*

anthea.martin@mariecurie.org.uk



Care and support  
through terminal illness

## SHORT VERSION

Every day of your life matters, whether it's the first or the last.

Every one of us in the UK will be affected at some point by a terminal illness.

Today one in four people don't get the care and support they need at the end of their lives. That could be you or someone close to you.

*[OR: Every five minutes someone dies without the care and support they need. That could be you or someone close to you.]*

We can't let that happen.

The things people need aren't too much to ask. High quality care in the place they want to be, usually their home. Control of symptoms like pain. And clear information from the start.

That's what Marie Curie's been giving people for 70 years.

But we need your support now to keep us in people's homes and communities. To provide the care everyone deserves at the end of their life. To bring light in the darkest hours.

## MEDIUM VERSION

Every day of your life matters, whether it's the first or the last.

Every one of us in the UK will be affected at some point by a terminal illness. When that time comes, don't we all want to be confident the right care will be there for us?

But one in four people don't get the care and support they need at the end of their lives. When they're scared. When they're not sure where to turn to. When they know they're dying.

That could be you or someone close to you.

We can't let that happen.

The things people need aren't too much to ask. High quality care in the place they want to be, usually their home. Control of symptoms like pain. And clear information from the start.

So that, even at such a difficult, emotional time, people can feel in control. Comfortable. Cared for. And still like people, not patients.

That's what Marie Curie's been giving people across the UK for 70 years, through our nurses, hospices and other services.

We know our approach works. But we're facing significant challenges, as our population ages and NHS resources are stretched to breaking point.

We need your support now to keep us in people's homes and in communities around the UK. To provide the care everyone deserves at the end of their life. To bring light in the darkest hours.



Care and support  
through terminal illness

## FULL VERSION

**Every day of your life matters, whether it's the first or the last.**

**Every one of us in the UK will be affected at some point by a terminal illness.**

You may already know what this feels like – perhaps you've needed to be there for a parent or grandparent. Most of us will have our own experience to share.

In fact, three-quarters of us will need care and support at the end of our lives, due to conditions as varied as terminal cancer, heart disease and dementia.

**When that time comes, don't we all want to be confident the right care will be there for us?**

What you may not know is that **one in four of us don't get that care when we need it.** Every five minutes someone in the UK dies without the support they need. When they're scared. When they're not sure where to turn to. When they know they're dying.

**If you have a terminal illness**, and you're that unlucky one in four, that means not getting the right support when you're dealing with symptoms like pain, breathlessness, loss of mobility, weight loss, tiredness or difficulty thinking clearly. You may find it hard to get clear information and answers from your doctors.

**If you're caring for a loved one**, it means not having the help you need while you're struggling to deal with the pressure and worry, at the same time as you start to come to terms with losing someone. You may be finding it difficult to secure and co-ordinate care, information and support from different services, especially at night and at the weekend.

Unless you've experienced this, you may think the health and social care you need will, more or less, be available to you when you need it. At the end of people's lives, in the UK today, that is simply not always the case.

But **the things people need aren't too much to ask** – for ourselves, our families or our friends. We're not talking about expensive treatments or complicated arrangements.

We're talking about people being cared for, and eventually dying, in the place they'd prefer to be – which for most people is their own home.

We're talking about making sure people's symptoms are handled promptly and individually, so that they can live as well as possible for the time they have left.

And we're talking about giving people clear information from the start about what they can expect, what they are entitled to and how they and their family can get help that works for them as quickly as possible.

So that, even at such a difficult, emotional time, people can feel in control. Comfortable. Cared for.

**And still like people, not patients.**

**That's what Marie Curie's been giving people across the UK for 70 years, thanks to people like you.** Dedicated nurses in people's homes for proper, nine-hour nursing shifts, including through the night. Round-the-clock, specialist care in our hospices at the heart of communities across the UK. Clear, practical information and emotional support available from the point of diagnosis onwards. And most of all, the exceptional quality of individual care we all want for those closest to us at the hardest time in their life.



Care and support  
through terminal illness

**We know our approach works.** If you have a Marie Curie Nurse, you're twice as likely to die in the comfort of your own home. You're much less likely to need emergency hospital care at the end of your life. And the people we support say our care is of the highest quality.

**But we're facing significant challenges.** The average age of the UK population is going up, as the baby boomer generation starts to reach retirement age and beyond.

In 25 years' time, there will be 100,000 more deaths each year than at present, meaning many more people in need of palliative care.

People are also more often living with multiple long-term conditions, making the care they need more complex.

And, with NHS resources becoming increasingly stretched, there is severe lack of capacity in social care, specialist palliative care and out-of-hours support – all of which are vital to ensuring people are supported in the best possible way at the end of their life.

**Thanks to the generosity of our supporters, the high quality care we provide every day is making a difference to people's lives, but we need to do more.** Marie Curie is at the forefront of exploring new ways of caring for people that are effective and affordable in our changing world.

We create innovative partnerships with the NHS and other charities, to make sure local services are integrated and patients get seamless support.

And we're the UK's leader in research into how to improve palliative and end of life care.

**We need your support now** to keep us in people's homes and in communities around the UK. To improve care for everyone at the end of their lives. To bring light in the darkest hours.



Care and support  
through terminal illness

## Chapter 2

# Volunteer role description

This is an outline of what your role will involve – you will have the opportunity to discuss this in more detail at your recruitment meeting.

Role Title	
Fundraising Group Member	
Location	How often
Community based	Depends on the role
How long	Minimum age
For a minimum of 6 months	16 - with parental consent 14 - if accompanied by a parent
Disclosure checks	Is driving essential for the role?
None	No

## Why we need your help

We are looking for volunteers to become members of our local fundraising groups across the UK. Our groups are dedicated to raising funds so that Marie Curie can continue to care for people with terminal illnesses in their own homes and in our hospices. Along with other group members, you will organise collections, fundraising events and encourage support for Marie Curie in your local community.

In addition to group members, there are other tasks available within the groups including Chair, Secretary and Treasurer – talk to us about what you are interested in.

### What we need you to do

Your role will include some of, but is not restricted to, the following tasks:

- Help to organise collections, events and other fundraising activities
- Help to promote the work of the charity and encourage support from the local community
- Regularly attend and participate in group meetings
- Complete agreed action points following meetings

Certain roles would have additional tasks – you can discuss these when you apply for a role.

### What skills or experience do you need?

- Enthusiasm and willing to be part of a team
- A genuine interest in and desire to support the work of Marie Curie
- Honest, committed and reliable

Certain roles would require additional skills and experience – you can discuss these when you apply to be part of the group.

### What we can offer you:

- An excellent opportunity to support fundraising in your local area
- An induction, training, support and supervision in your role
- Agreed reasonable out-of-pocket expenses

### What we ask of you:

- To provide two references from non-family members and other relevant documents related to the role
- To keep to all the charity's policies and guidelines
- To complete an induction and any training relate to the role

**Marie Curie is committed to safeguarding and promoting the welfare of patients and their families and expects all staff and volunteers to share this commitment. Marie Curie will treat all volunteers fairly and with respect. We will not discriminate on the basis of disability, ethnicity, marital status, pregnancy or maternity, sex (i.e. gender), sexual orientation, religion or faith, or gender reassignment. We will not discriminate on the basis of age, unless the responsibilities of a role require us to do so in order to safeguard our volunteers and/or service users.**

For more information or if you have any questions regarding this volunteer role, please contact the Volunteer Centre on [volunteering@mariecurie.org.uk](mailto:volunteering@mariecurie.org.uk) or on **0845 305 2191**.

### For internal use only

Database code	
RL code	



# MEETING AGENDA



**Fundraising Group name:**

**Date:**

**Time:**

**Venue:**

## AGENDA

1. Welcome
2. Minutes from the last meeting
3. Treasurer's report
4. Current fundraising activity:
  - a. Upcoming events
  - b. Upcoming collections
  - c. Collection tins and boxes
  - d. Promotion & publicity
  - e. Other
5. Correspondence
6. Future fundraising ideas
7. Referrals or queries for Community Fundraiser
8. Any other business
9. Date, time and venue of next meeting

# MINUTES OF MEETING



**Fundraising Group name:**

**Date of meeting:**

Present:

Apologies:

## **Notes and actions agreed at today's meeting:**

1. Minutes from the previous meeting read and accepted as correct?
2. Treasurer's report
3. Current fundraising activity:
  - a. Upcoming events
  - b. Upcoming collections
  - c. Collection tins and boxes
  - d. Promotion & publicity
  - e. Other
4. Correspondence
5. Future fundraising ideas
6. Referrals or queries for Community Fundraiser
7. Any other business
8. Date, time and venue of next meeting

# AGM AGENDA



**Fundraising Group name:**

**Date:**

**Time:**

**Venue:**

## AGENDA

1. Welcome
2. Minutes from previous meeting circulated and agreed?
3. Review of achievements over the last 12 months
  - a. Events
  - b. Collections
  - c. Collection tins and boxes
  - d. Publicity
  - e. New members / helpers / supporters
4. Treasurer's report on income raised and banked over the last 12 months
5. Update from Community Fundraiser
6. Review of members' roles
  - a. rotate roles if required
  - b. identify new roles needed
7. Agree outline of fundraising activity for the next year
8. Celebration and photo (possibly with local newspaper)
9. Date, time and venue of next meeting

# Chapter 3

# ACTIVITY CALENDAR



Fundraising Group name:

*Use this calendar to help you outline your fundraising year. Your Community Fundraiser will add any nationwide and regional events/ campaigns we need your help with. We hope this will help you to plan your own events around them.*

MONTH	NATIONWIDE CAMPAIGN	LOCAL/ REGIONAL ACTIVITY (include your group's activity here)	OTHER (dates to avoid - holidays, local shows, other large charity events etc)
JANUARY			
FEBRUARY			
MARCH	Great Daffodil Appeal		
APRIL			
MAY			
JUNE	Blooming Great Tea Party		
JULY	Blooming Great Tea Party		
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER	Christmas collections		

# FUNDRAISING GROUP EVENT CLEARANCE FORM



Please complete as much of this form as you can for all events your group wishes to hold. Send it to your Community Fundraiser at the earliest opportunity and wait for authorisation before booking suppliers, paying deposits or advertising your event. Don't worry if you are not able to provide all the information asked for - your Community Fundraiser will help you.

Today's date:	
---------------	--

Fundraising Group name:	
Fundraising Group number:	
Main contact for the event:	

Event name:	
Event date:	
Event venue:	

This is an annual event:       This is the first time for this event:

### What type of event are you organising?

- Sporting/sponsored event
- Quiz/other competition
- Fete/stall/other sale  *eg jumble, bric a brac*
- Entertainment event  *eg concert, opera, play*
- Formal social event  *eg dinner, luncheon, ball*
- Informal social event  *eg barn dance*
- Show event  *eg dog, cat, fashion*
- Blooming Great Tea Party  *Our nationwide tea party campaign in June and July*
- Other  Please describe:

**Brief description of the event and how you will promote it:**

### What resources do you require to promote your event?

Resources are available to download from our Fundraising Groups online area. If you would like to order hard copies of resources, please complete the below tables:

Image	Poster quantity (in 10s)	Leaflet quantity (in 50s)
Fayre/stall		
Catered		
Musical		
Outdoors		
Generic		

Tickets	Quantity (in 20s)

### Does your event include any of the following? These are classed as inherently risky activities and will need referring to our insurers before authorisation can be granted

- Motor racing:
- Flying or boating:
- Fire or fireworks:
- Horses or other large animals:
- Shooting and weaponry:
- Bouncy castles and inflatables:

### What is your budget?

Projected income	Amount
Tickets/ Admission	£
Stalls	£
Car parking	£
Raffle/tombola/auction	£
Catering	£
Donations - individuals	£
Donations - organisations	£
Collection	£
Marie Curie trading items	£
Other	£
Other	£
Other	£
Other	£
	£

Projected expenditure	Amount
Venue	£
Facility/equipment provider	£
Catering	£
First Aid	£
Postage	£
Printing	£
Advertising	£
Prizes	£
Entertainment	£
Volunteer expenses	£
Other	£
Other	£
Other	£
	£

Cost ratio =

Will you need the charity to pay any upfront costs? Yes  No

If yes, supply details (and attach bill or invoice with details of amount and method of payment)

### Helping you run a safe and legal event

- Are all venues and land used by the event in possession of adequate public liability or household insurance (as appropriate)? Yes  No  N/A
- Is there adequate car parking? Yes  No  N/A
- Does your event require a licence eg alcohol, music, public entertainment, collection, film show? Yes  No
- Do all third parties who are providing or donating services have adequate public liability insurance? Yes  No  N/A
- Do caterers have current food hygiene certificates? Or is the venue kitchen (if used) registered with the local Environmental Health Dept? Yes  No  N/A
- Have you appointed an individual to oversee safety measures on the day? Yes  No
- Have you completed a risk assessment? Yes  No  Not yet
- Does your event require first aid cover? Yes  No

**By submitting this form for event clearance the Fundraising Group agrees to follow the guidelines in the Fundraising Group Handbook, run a safe and legal event and ensure that all venues and other providers are adequately insured.**

Signed:	
Date:	

Fundraising Group Chairperson / Secretary / Treasurer (delete as appropriate)

Authorised:	
Date:	

Community Fundraiser / Head of Community Fundraising (delete as appropriate)

# FUNDRAISING GROUP POST EVENT REPORT



After your event:

1. Complete this form and return it to your Community Fundraiser with the Paying-in-slip used to bank the proceeds.
2. Attach all receipts for expenditure you reclaimed from event proceeds.
3. Ensure all invoices are sent to the charity promptly for payment.

Today's date:

<b>Fundraising Group name:</b>	<input style="width: 95%;" type="text"/>
<b>Fundraising Group number:</b>	<input style="width: 95%;" type="text"/>
<b>Main contact for the event:</b>	<input style="width: 95%;" type="text"/>

<b>Event name:</b>	<input style="width: 95%;" type="text"/>
<b>Event date:</b>	<input style="width: 95%;" type="text"/>

## What type of event did you organise?

- Sporting/sponsored
- Quiz/other competition
- Fete/stall/other sale  *eg jumble, bric a brac*
- Entertainment event  *eg concert, opera, play*
- Formal social event  *eg dinner, luncheon, ball*
- Informal social event  *eg barn dance*
- Show event  *eg dog, cat, fashion*
- Blooming Great Tea Party  *Our nationwide tea party campaign in June and July*
- Other  Please describe:

**Briefly comment on the event, any media coverage and incidents (attach an incident report form if accident or injury occurred)**

**Lessons learned (is there anything you would do differently if you were to repeat this event?)**

## Income and expenditure report

Actual income	Amount
Tickets/ Admission	£
Stalls	£
Car parking	£
Raffle/tombola/auction	£
Catering	£



Donations - individuals	£
Donations - organisations	£
Collection	£
Marie Curie trading items	£
Other	£
Other	£
Other	£
<b>Total income raised</b>	<b>£</b>

Actual Expenditure	Amount	Reclaimed/ paid out of proceeds (receipts attached)	Invoiced		
			Paid	Attached	To come
Venue	£		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility/equipment provider	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First Aid	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Postage	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printing	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prizes	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer expenses	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	£	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>£</b>				

Income banked	£
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*This should equal total income raised minus any expenditure reclaimed out of proceeds.*

<b>Cost ratio =</b>	
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<b>Signed:</b>	
<b>Date:</b>	

*Fundraising Group Chairperson / Secretary / Treasurer (delete as appropriate)*

<b>Checked by:</b>	
<b>Date:</b>	

*Community Fundraiser*

## Risk Assessment

<b>Name of physical location/ activity:</b>		
<b>Date of activity:</b>		
<b>Brief description of location/ activity:</b>		
<b>Assessment carried out by:</b>		<b>Signature:</b>
<b>Date assessment carried out:</b>		

### Risk Level Matrix

Each hazard identified has a risk level which can be calculated using the matrix below.

For instance: a hazard that has a **likelihood** of occurring of *possible* (scoring 3) and an **impact** if it occurs of *moderate* (scoring 3), has a **risk level** of 3 x 3 = 9.

LIKELIHOOD	IMPACT				
	Insignificant (1)	Minor (2)	Moderate (3)	Major (4)	Catastrophic (5)
Almost Certain (5)	5	10	15	20	25
Likely (4)	4	8	12	16	20
Possible (3)	3	6	9	12	15
Unlikely (2)	2	4	6	8	10
Remote (1)	1	2	3	4	5





# Firewalk event: An introductory guide for Fundraising Groups

Organising a firewalk event for Marie Curie has the potential to raise a good amount of income as well as introducing new people to your fundraising group and to the charity.

If this is something you are considering, please read on to find out more. If you decide to go ahead, your Community Fundraising can send you a more detailed guide, including a list of firewalk companies, press release templates and participant welcome packs.

## 1. What is a Firewalk event?

Put simply...sponsored individuals (after a motivational training session) walk across burning wood embers without experiencing any pain or injury.



*Marie Curie Camberley Fundraising Group September 2015*

Between 30 and 100 participants will take part in the practice of walking barefoot over hot embers and gain sponsorship to do so.

After securing a venue, date and recommended firewalk company, the Fundraising Group can begin to recruit participants to take part.

Participants register with a fee and in doing so sign up to raise a minimum amount of sponsorship. Upon registration they receive a participant pack with further information about the activity and raising sponsorship.

On the day of the event, the booked firewalk company provide everything needed to set up and run the firewalk. Participants are given a closed briefing by firewalk trainers on how to walk over hot embers before they take part. After the briefing, participants walk over the fire one by one, some

companies allow people to walk over it more than once. The company are responsible for assessing suitability of people to walk before they step onto the fire.

Spectators are welcome to come and watch and add to the atmosphere by cheering on their friends and family. Whilst spectators are waiting for participants to complete the briefing, it is a good opportunity to offer food and drink that keeps them warm and to have fundraising activities such as tombola/raffle. It is likely 2-3 times the number of participants will come along to watch.

It is also worthwhile having a photographer to take some great pictures.

### **How much can be raised?**

Typically, a successful firewalk event raises around £10,000.

- Camberley Fundraising Group held a successful firewalk which raised approximately £10,000 net.
- Renfrewshire Fundraising Group has had two excellent, highly profitable events raising approximately £11,000 net in 2014 and raising approximately £12,000 net in 2015.

### **What type of group can organise a successful firewalk?**

Feedback from fundraising groups that have organised a firewalk, and the companies themselves, strongly suggest a successful fundraising event is due to a group having:

- A good network of support
- Prominence in local communities
- Prominence on social media

## **2. How does the fundraising work?**

Participants cover event costs by paying a registration fee on booking and income is generated by raising sponsorship. We recommend setting a minimum sponsorship level.

Registration fees and minimum sponsorship levels vary. Parameters to ensure a successful fundraising event are laid out below. However, within these parameters a decision should be made based on local knowledge of the community.

- We recommend aiming for a minimum of 30 participants and no more than 100
- Registration fees should be set between £25 -£35
- Minimum sponsorship should be set between £75-125

Cost of companies can vary slightly around £1,500, and we would recommend setting a registration fee that ensures the cost of booking a firewalk company is covered by the expected number of participants, for example 50 participants x £30 registration fee = £1,500.

## **3. Organising the event**

1. Book a venue and choose a date
2. Book a company
3. Fill the event

## How much time is required to organise this event?

The event requires a three month lead time once the date and venue have been confirmed, in order to allow time for recruiting participants and raising sponsorship.

## Choosing a venue

The best venues are places that are used to welcoming the local community and people will feel comfortable in – such as sports clubs (golf, rugby football) health clubs, hotels etc. Their car parks or grounds make ideal venues. Venues will need:

- To be enclosed
- A flat outside space
- A briefing room, separate to registration and spectator access
- A waiting room for spectators (also used for registration)
- Plenty of parking
- A bar and food facilities
- The surface must be safe and comfortable to walk on with bare feet

## Selecting a date and time

An autumn or winter evening: September, October and November are the most popular times of year. Otherwise February, March and April are also suitable.

After dark: a firewalk needs to take place after dark so those tending the fire and participants can see the hot embers and visually recognise hot areas.

Typically, registration would open at 6pm or 6.30pm, with the walk taking place at 8.30pm or 9pm (after an hour and a half briefing)

If the event is to be held on a week night spectators may be conscious of the time a walk starts, particularly if young children want to watch.

- Firewalk company arrive to set up (60mins)
- Registration opens (30mins)
- Briefing begins (60-90mins)
- Participants walk (20mins)
- Firewalk ends and is extinguished (30mins)
- Clean up is complete (30mins)

The whole event including set up and take down should take approximately 4 hours.

## Booking a company

We have spoken to a number of companies and completed relevant checks on items such as insurance, so you don't have to. Your Community Fundraiser will have further information about the companies we have spoken to and recommend

## Filling the event

The event attracts a wide variety of people – younger and older, male and female, individuals and groups. You can work with your Community Fundraising Team to engage local corporate and

community partners.

We recommend firewalkers are aged 16 and over and that parental consent is obtained for anyone aged between 16 and 18.

Community Fundraisers will have all the materials you need such as press releases to help you recruit participants

### **What happens next?**

If you are interested in going ahead with organising a Firewalk, your Community Fundraiser can send you a more detailed document about how to go about it. This will help the group determine the amount of input required to host an event, and the amount they can raise.



# Organising a Fashion Show: An introductory guide for Fundraising Groups

No matter what time of year, a fashion show can be a popular fundraising event. It can be a relatively easy event to organise that can bring the whole community together to support Marie Curie. If you have a Marie Curie shop in your local area, these events can also be a great way to help generate interest, footfall and stock for the shop as well as raising vital funds.

If this is something you are considering, please read on to find out more. If you decide to go ahead, your Community Fundraising can send you a more detailed guide, including templates to support you with putting on a great event.

## 1. What is a charity fashion show?

A charity fashion show is a ticketed event where local businesses can showcase their items and services to members of the community.

Models will showcase clothes that attendees may have the option to purchase at the end and local services such as hairdressers could attend to give demonstrations.

If you have a local Marie Curie shop, they could provide the clothes for the Fashion Show and could do a pop up shop. The shop may also have links to local businesses, so this would be a great event for you both to work together.

### How much can be raised?

Depending on the format of your Fashion Show, we would expect for it to raise approximately £750 - £1,000.

Last year, the Kirkcaldy Fundraising Group ran a Fashion Show with their local Marie Curie shop which raised £1,000.



*Attendees at the Kirkcaldy Fashion Show, February 2016*

In 2016, the Oadby and Wigston Fundraising Group raised £965 and the Buxton and Chapel Fundraising Group raised £834, both working with local boutiques for their events.

## **What type of group can organise a successful fashion show?**

A group looking to hold a Fashion Show should ideally have good links with the local community to work with businesses and to also be able to sell tickets.

## **2. How does the fundraising work?**

There should be none or minimal costs involved with organising a fashion show, and therefore the majority of income from the event will be a profit. Most of your income will come from ticket sales.

Groups have also held raffles or prize draws at the event to raise additional funds.

If you are inviting other businesses to attend (such as jewellery stalls, hairdressers, beauticians) they may also contribute a donation from sales or a prize for the raffle.

## **3. Organising the event**

1. Find suitable businesses to get involved
2. Find a venue / decide on a date
3. Source models
4. Publicise your event / sell tickets

### **How much time is required to organise this event?**

We would recommend you start planning your event approximately 3-4 months in advance. This will allow for plenty of time to find a venue and to promote to individuals.

### **Finding suitable businesses to get involved**

If you have a Marie Curie shop in your local area we would recommend that you speak to them first to see if they are interested to get involved. These conversations can also include discussions about other businesses that may be interested to take part.

If you do not have a Marie Curie shop close to you, speak to local boutiques or clothes outlets that may be happy to get involved. There are also organisations across the UK that run Fashion Shows with end of season stock, who do not charge for the event but take the profit from sales. In both of these instances, ticket sale income would still come to the charity.

Local colleges or Universities with fashion courses may also be interested to support to showcase their work.

### **Selecting a date and time and venue**

Fashions show can run at any time of year, but you may consider theming your fashion show. For example, prior to Christmas for party outfits or gifts.

Fashion shows often take place in an evening.

Suitable venues would have space for a catwalk along with seats for attendees. You will also need to consider a changing room for models. If a separate room is not available, a partition may be suitable if models were comfortable with this. Venues that groups have previously used include Church Halls, Hotels and Conservative Clubs.

## **Source models**

You will need a range of models to suit the clothing that is being showcased. This could be female, male and children. You may also want to consider having a range of ages of the models.

You could ask volunteers from the shop or your fundraising activities or you could publicise it to the local community. Friends and family may also be willing to help.

If you have a local hairdressers or beauticians attending they may be able to offer a free makeover to the models.

## **Publicising the event / selling tickets**

If you are working with your shop, they will be able to help promote the event. As with all fundraising events, there will be templates that you can use for tickets, posters and leaflets to promote the event, along with a Press Release template.

The size of the venue will impact on the number of tickets you can sell.

## **What happens next?**

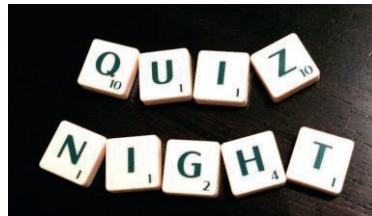
If you are interested in going ahead with organising a fashion show, your Community Fundraiser can send you a more detailed document about how to go about it. This will help the group determine the amount of input required to host an event, and the amount they can raise.

# Organising a Quiz:

## An introductory guide for Fundraising Groups

A quiz can be a fun and relatively easy sociable event to organise for your local community. Quizzes have the potential to raise a good amount of income as well as introducing new people to your group and to the charity.

If this is something you are considering, please read on to find out more. If you decide to go ahead, your Community Fundraising can send you a more detailed guide, including templates to support you with putting on a great event.



### 1. What is a charity quiz?

A quiz night is one of the most well established ways of raising funds for charities, providing an opportunity for a fun event, while raising an awareness of the charity and its work.

Typically a quiz night will have 10 – 30 teams made up of 5 individuals who will have all paid to enter. Around 50 – 80 questions is ideal for a quiz, split over 5 – 10 rounds.

Teams will typically pay an entry fee either per team or per person and you could increase the entry fee if you include food.

The Fundraising Group would need to arrange for someone to be a quizmaster, either a member of your group or asking someone to volunteer to do this.

After securing a venue, date and quizmaster, the Fundraising Group can begin to recruit teams to take part.

### How much can be raised?

Depending on the activities that you are running on the night, a successful quiz can raise around £300-£1,000.

In September 2016, the Brentwood Fundraising Group raised £974.

The Woodbridge Fundraising Group have been holding yearly pub quizzes, and in 2015 raised over £780.

## What type of group can organise a successful quiz?

A quiz is an event that most groups could organise. A good network of support would be beneficial to have guaranteed attendees.

## 2. How does the fundraising work?

There should be none or minimal costs involved with running a quiz, so typically the majority of income received from entry fees would go towards your fundraising target.

You could look to increase the amount raised by holding additional fundraising on the night for example a raffle or games.

## 3. Organising the event

1. Book a venue and choose a date
2. Arrange a quizmaster
3. Fill the event
4. Set questions

### How much time is required to organise this event?

Once a venue and date has been confirmed, you will need to allow approximately 1-2 months to publicise your event and to get teams signed up.

### Choosing a venue

Have a look in your local community for where other quizzes have typically been held, but suggested venues would include pubs, community/church halls, social clubs, and schools. Venues will need:

- A bar/food facilities – unless you will run a bring your own event
- Tables and chairs
- Microphone for the quizmaster
- PA System if you plan to play music

### Selecting a date and time

You may decide to give your theme which will impact on the time of year that you hold it, for example an Easter Quiz or Halloween.

Apart from that, a quiz can take place at any time of the year.

### Choosing a quizmaster

A member of your group may be happy to take on this role, or a family friend/relative. Alternatively, there may be someone from your local community that would be happy to take on this role.

### Filling the event

The event attracts a wide variety of people – young and old, male and female. As people enter as teams, your quiz could be a family event or for friends or colleagues to enter together.

Community Fundraisers will be able to support you with press release and poster templates to encourage the local community to get involved.

### **Setting the questions**

To get you started, we have set a two rounds of questions that you can use at your quiz. If you have chosen a quizmaster that runs other quizzes, they may be able to bring along their own questions. However, there are also a lot of free resources online to help you create quiz rounds.

### **What happens next?**

If you are interested in going ahead with organising a quiz, your Community Fundraiser can send you a more detailed document about how to go about it. This will help the group determine the amount of input required to host an event, and the amount they can raise.

If your group does not feel ready to organise their own quiz, why not approach a local pub, organisation or association that run quizzes in your local area to see if they will run one for Marie Curie.

# Organising a Walk for Marie Curie: An introductory guide for Fundraising Groups

A charity walk is a great way to raise money and have a good time, bringing local people together. Walks are a popular fundraising event, which can involve the whole family and suitable for a wide variety of participants, no matter the time of year. Across the UK, there are already thousands of pre-planned walking routes, which make a great start to organising your event.

If this is something you are considering, please read on to find out more. If you decide to go ahead, your Community Fundraising can send you a more detailed guide, including templates to support you with putting on a great event.

## 1. What is a charity walk?

A charity walk is a promoted event aimed at attracting people to walk a particular route on a particular day. This could be a social walk which does not have set start and finish times or could be a walk led by a volunteer, which is usually promoted as a sponsored walk.

The format, length and route of your walk will depend on what you want to achieve from the event.

### How much can be raised?

Depending on the challenge of the walk and the number of participants we anticipate that a walk could raise you anything from £500 - £2,000.

However, in March 2017 the Bradford Hospice Fundraising Group, who have been organising a Daffodil Walk for Marie Curie for 9/10 years, raised £4,500 which was beyond their expectations.



*Two of the walkers raising money for Marie Curie at the Bradford Hospice Fundraising Group Daffodil Walk in March 2017.*

The Poole Fundraising Group have organised a local coastal walk along the Jurassic Coast. The first time they ran the event they raised just over £1,000 from a small number of walkers, but have managed to increase the numbers of walkers in more recent years. The group held their most recent walk in May 2017 and raised over £3,500.

## What type of group can organise a successful walk?

A walk would be suitable for most groups to organise. It is important to have links with the local community to encourage walkers to get involved. It would be useful to have group members that are interested in walking, so that they can help to support the event on the day and may have local knowledge of suitable walks.

## 2. How does the fundraising work?

Some groups set an entry fee for taking part in the walk and encourage participants to raise sponsorship for getting involved.

If your walk is a social event rather than a challenge, people may not raise sponsorship but you can still charge an entry fee.

## 3. Organising the event

1. Decide on your route
2. Notifying the authorities or land owners
3. Publicise your event

### How much time is required to organise this event?

We would recommend you start planning your event approximately 4 months in advance. This will allow for plenty of time to find a suitable route, notify any authorities and to promote to individuals.

### Deciding on your route

There are thousands of pre-planned routes across the UK which would be a great starting point to organising your walk. You could also approach local walking groups to get advice on the best walks or alternatively look at other charity walks that have taken place.

You will need to decide on an appropriate walk length, depending on who you are going to market the walk to. Most groups have previously organised a 5k or 10k walk.

It is a good idea to organise a circular walk so that individuals start and end in the same place. This helps as people may arrive in cars.

Depending on the route it is likely that you may need volunteer marshals to ensure that everyone keeps on track. First aid cover may also be required.

### Notifying the authorities or land owners

The route you select may take you through national trust properties, national parks or council land. Whilst you may not need permission to organise the walk, it is important that you make contact with any relevant party to inform them of your plans. If your walk goes on to roads, you will need to contact the local Highways agencies to notify them of the event. If it is a larger, sponsored walk then you will also want to notify the local police authorities. They will likely want to know the date, the time and numbers expected.

They will also be able to notify you if this conflicts with any other local walks, which it would be best to avoid.



## **Publicising the event to encourage participants to get involved**

You will want to start publicising your event at least a couple of months in advance so that if people are raising sponsorship that they have time to do so.

A sample press release will be provided to support you with this.

The Bradford Hospice Fundraising Group found a local company to sponsor some banners to use in the local area too, which encouraged more people to get involved.

The local radio, magazines and social media are also great ways to promote your walk.

A registration form template will also be available for you to use, along with a welcome pack to send to participants.

## **What happens next?**

If you are interested in going ahead with organising a walk, your Community Fundraiser can send you a more detailed document about how to go about it. This will help the group determine the amount of input required to organise the event and any further actions they need to take.

# Chapter 4

## IMPORTANT

### TEMPLATE PRESS RELEASE

**Please read the information below and then delete this box**

**Instructions:** Complete the information in [red and brackets], remembering to delete the brackets afterwards and change all the text to black.

When you're happy with your press release, please send it to your local Community Fundraiser to check. Then paste it into the body of an email and send it to your local media.

#### Media Release

**For immediate release**

**[Date]**

#### **[Area] Fundraising Group launched for Marie Curie**

A group of local residents from [area] have launched a new fundraising group to raise funds for Marie Curie.

The group, which is made up of [insert number and some occupations of members], will support Marie Curie's major fundraising campaigns including the Great Daffodil Appeal and Blooming Great Tea Party as well as organising a host of their own activities. They will also raise awareness of Marie Curie and how the charity's range of [services/activities] can help support people living with any terminal illness in [area].

The money they raise will help Marie Curie provide much-needed care and support to people living with any terminal illness along with their loved ones. This includes people with conditions as varied as cancer, dementia, heart disease and motor neurone disease.

**Community Fundraiser for [region], [name] said:** "[Quote from yourself or one of the other Community Fundraisers, welcoming the new group and saying how pleased you are to now have a fundraising group in that area. Include some information about how the group are going to kick off their Marie Curie fundraising]."

The [area] Fundraising Group was formed [include some information about how and where the group was formed] and the first chair of the group is [name and information about chair]. The group are currently looking for more volunteers to join them in their fundraising efforts.

If anyone is interested in helping to support or join the group, they are encouraged to contact [name of Community Fundraiser] on [phone number]. Alternatively, they can email [email address].

Marie Curie is best known for its network of Marie Curie Nurses, who provide one-to-one nursing care and support to people with a terminal illness and their families, in the comfort of their own home. But, the charity does much more. Marie Curie also provides a confidential support line, funds vital research on how to improve care for people at the end of their life, and campaigns around improving access to care services for everyone living with a terminal illness.

Anyone affected by terminal illness, can contact the confidential Marie Curie Support Line on 0800 090 2309 or use the online chat, Monday-Friday, 8am-6pm and Saturday, 11am-5pm. Calls are free from landlines and mobile phones.

- ENDS -

#### **Notes to editor**

**Please note** – we are now called 'Marie Curie' (not Marie Curie Cancer Care)

#### **Marie Curie – care and support through terminal illness**

Marie Curie is the UK's leading charity for people with any terminal illness. The charity helps people living with a terminal illness and their families make the most of the time they have together by delivering expert hands-on care, emotional support, research and guidance.

Marie Curie employs more than 2,700 nurses, doctors and other healthcare professionals, and with its nine hospices around the UK, is the largest provider of hospice beds outside the NHS.

For more information visit [mariecurie.org.uk](http://mariecurie.org.uk)

Like us on [facebook.com/mariecurieuk](https://www.facebook.com/mariecurieuk)

Follow us on [twitter.com/mariecurieuk](https://twitter.com/mariecurieuk)

Anyone affected by terminal illness can contact the confidential Marie Curie Support Line on 0800 090 2309. Calls are free from landlines and mobile phones.

**IMPORTANT  
EVENT TEMPLATE PRESS RELEASE  
Please read the information below and then delete this box**

**Instructions:** Complete the information in [red and brackets], remembering to delete the brackets afterwards and change all the text to black.

When you're happy with your press release, please send it to your Community Fundraiser to check. Then paste it into the body of an email and send it to your local media.

**This press release has been issued by the local volunteer fundraising group for Marie Curie**

**Media Release**

**[Date]**

**[Headline eg Spring family fun day will raise funds for Marie Curie]**

[Name Fundraising Group raising money for Marie Curie in area]

[Introduction – summarise who, what, when, where. If people were only going to read this first sentence or two what would you want them to know? For example, residents are invited to come along to a Spring family fun day being held on behalf of Marie Curie this April.]

[Additional information that builds the story further and gives it significance, such as why it's important that people get involved and support Marie Curie. Make it relevant to the local community. For example, the family fun day is taking place on April 5 at [name hall and gardens] and has been organised by the [name of Fundraising Group] to support local people living with a terminal illness and their families. There will be an Easter egg hunt, sheep dog display, afternoon tea tent and spring raffle, all set in beautiful grounds perfect for a stroll and picnic. Admission is £4 per person, or £10 for a family ticket].

All money raised by the [name] Fundraising Group will help Marie Curie provide expert care, guidance and support to help people living with a terminal illness, and their families, get the most from the time they have left.

Locally, Marie Curie Nurses work night and day, in people's homes across [area], providing hands-on care and vital emotional support. [If you have a hospice in your area] The Marie Curie hospice, [name], also offers specialist round-the-clock care. Marie Curie supports people throughout their illness by giving practical information, [if in your area] support from trained Helper volunteers and being there when someone wants to talk. The charity also leads research into better ways of caring for people living with a terminal illness.

Seven out of 10 carers say that people affected by a terminal illness do not get all the care and support they need. As the UK's leading charity for people living with any terminal illness, and their families, Marie Curie doesn't think that is good enough.

[Add a quote. Name, from the name Fundraising Group said: "A bit more about the fundraising activity and that it will help people living with a terminal illness, and their families locally." For example "The Spring family fun day promises to be a great day out for families across [area]. There will be something to suit everyone and all the money raised will help Marie Curie care for and support people through terminal illness].

[Call to action – For more information or to get involved call telephone number, email.]

If you have any questions about terminal illness or are looking for support, Marie Curie is here to help you and your family. You can call the Marie Curie Support Line on 0800 090 2309 (Monday to Friday, 9am to 5pm)\* or visit [mariecurie.org.uk/help](http://mariecurie.org.uk/help). You can also visit [community.mariecurie.org.uk](http://community.mariecurie.org.uk) to share experiences and find support anytime of the day or night.

- ENDS -

For more information please call [name] on [phone number] or [email address].

### **Notes to Editor**

Marie Curie is the UK's leading charity for people with any terminal illness. The charity helps people living with a terminal illness and their families make the most of the time they have together by delivering expert hands-on care, emotional support, research and guidance.

Marie Curie employs more than 2,700 nurses, doctors and other healthcare professionals, and with its nine hospices around the UK, is the largest provider of hospice beds outside the NHS.

For more information visit [mariecurie.org.uk](http://mariecurie.org.uk)

Like us on [facebook.com/mariecurieuk](https://www.facebook.com/mariecurieuk)

Follow us on [twitter.com/mariecurieuk](https://twitter.com/mariecurieuk)

**\*\*\*PHOTOCALL INVITE\*\*\***

**[INSERT NAME OF EVENT, LOCATION]**

[Insert a brief description of the event and where it will be held]

**Date:** [day, date, month, year]

**Time:** [xx am/pm photocall]

**Location: Venue, address and postcode.** [Include any specific instructions on access to venue]

**Photo subjects:** [Key people in the photo, who they are, what they do, why they are there ie nurse, fundraiser, VIP/supporter or someone who has benefited from our support]

**Contact:** [Main contact person and mobile number]

*Our photographer is [insert name]. Please advise if you are unable to attend and would like to receive our photos.*

**Background:**

[Insert a longer description about what is happening, and when.]

**Further information:** [Name of contact] and best contact details: [email and mobile number]

## Example Letter to Editor

A Letter to Editor aims to secure coverage in the letters section of your local paper. This provides another opportunity to promote an event or to thank readers for their support.

**Instructions:** Copy, adapt and paste this template into the body of an email. Fill in or remove the information in [red and brackets], remembering to delete the brackets afterwards.

Email to the letters page of your local paper. If you can't find this, a generic email address will also suffice.

---

## Letter for Publication

[Insert date]

Dear Editor/[Name if known],

I would like to express my gratitude for the fantastic support and fundraising efforts of your readers.

This has been invaluable in helping Marie Curie care for people living with a terminal illness – while also being there for their loved ones. However, with the population getting older, there are even more people to care for and more families who will need support from Marie Curie in the coming years.

Therefore, I would like to ask readers to [insert your ask and any relevant date(s)] to raise funds for Marie Curie.

[Add one or two sentences about what you would like readers to do]

By [insert your ask], you will be helping Marie Curie provide much-needed care and support to people living with any terminal illness, and their families. This includes people with conditions as varied as cancer, dementia, heart disease and motor neurone disease.

[Funds raised will make it possible for Marie Curie [Nurses] to provide care and support to people living with a terminal illness [in their own homes] [and in the Marie Curie Hospice, XXX – insert in hospices areas only], as well as giving loved ones [peace of mind and a chance to rest] [the practical and emotional support they need. Use as appropriate].

If you're interested in finding out more, please contact [insert appropriate details].

We're counting on your support.

[Insert full name]

[Insert position title – e.g.Chair], [Insert Area]

*For more information on Marie Curie visit [mariecurie.org.uk](http://mariecurie.org.uk) . You can also contact the **Marie Curie Support Line on 0800 090 2309\*** if you have questions about terminal illness or would like free confidential support and practical information on all aspects of terminal illness. \*Calls are free from landlines and mobile phones.*



# Chapter 5

## Community Fundraising Incident Team Notes for Volunteers

Volunteers and Staff at Marie Curie make every effort to ensure that our events are safe and enjoyable for everyone involved. We do this through our processes around Event Clearance, Risk Assessments and good practice. However, sometimes things could go wrong in spite of our best efforts and in these cases it is important that any incident is handled correctly to protect members of the public, volunteers and staff, the resources and the reputation of the charity. If as a volunteer you become aware of any incident you should call the Community Fundraising Incident Team on 0800 3047112. A member of the team will be able to support you and give you guidance.

Incidents can involve anything but can be summarised as follows:

	Serious Incident would include	Minor Incident would include
<b>People (volunteers and public)</b>	<ul style="list-style-type: none"> <li>• Death</li> <li>• Injury requiring hospitalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Injury requiring First Aid on site</li> <li>• Volunteer taken ill</li> </ul>
<b>Equipment, facilities</b>	<ul style="list-style-type: none"> <li>• Fire at event</li> <li>• Structural failure of building</li> <li>• Major failure of equipment</li> <li>• Rescue services (Fire and Rescue, Coastguard, Mountain Rescue) being called to an event</li> </ul>	
<b>Reputation of Charity</b>	<ul style="list-style-type: none"> <li>• Police being called to an event</li> <li>• Local authority agency (H&amp;S, Environmental Health) being called to an event</li> <li>• Disruption by outside bodies</li> <li>• Accusation against a volunteer of abuse, fraud, discrimination</li> </ul>	<ul style="list-style-type: none"> <li>• Serious verbal complaint by a member of the public</li> </ul>

The Incident line should never be used for matters such as requiring materials or getting in touch with your Community Fundraiser to tell them what a great event you've had. But if you are in any doubt about whether to call the number we would urge you to call and let us know your concerns.

Please ensure you have the 0800 3047112 number with you when you are volunteering for Marie Curie, but it is only for Fundraising Group members and registered volunteers so please don't share it more widely.

# Chapter 6

# Income form



**Marie Curie**

Care and support  
through terminal illness

Volunteer or Fundraising Group name	Total banked £	Signature 1
	Date banked	
Marie Curie number	Paying-in slip number	Signature 2

*Please complete one income form per paying-in slip number*

## Collections

Please use this section to record Public Collections e.g. street/ supermarket/ shopping centre		Collection date	Address	Amount
Collection name	Collection name	Collection date	Address	Amount
Collector's name	Collector's name	Collector's name	Collector's name	Amount
				£
				£
				£
				£
				£
				£
				£
				£
				£

**Please use this section to record collection tin details only**

Number of tins	Total amount banked
	£

**Please use this section to record daffodil box details only**

Number of boxes	Total amount banked
	£

**Please use this section to record House to House collection details only**

Number of collectors	Total amount banked
	£

Please return this form as soon as possible so we can add it to your ongoing total. Please turn over to record money from other activities.



# Collection tin / daffodil box location form



Care and support  
through terminal illness

For fundraising group and volunteer use only. Please keep a copy for your own records.

Fundraising group or volunteer name: \_\_\_\_\_

Fundraising group or volunteer number (if known): \_\_\_\_\_

Community Fundraiser patch number (if known): \_\_\_\_\_

Tin or box number	Tin or box (Tick if applicable)	Number of tins or boxes	Business name	Postcode	Location wants to be thanked with income total* (Tick if applicable)	Location does not want to be thanked with income total*** (Tick if applicable)	Amount and date banked				Total banked in year	
							April-June	July-Sept	Oct-Dec	Jan-Mar		
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:

\* Thank you postcard presented after counting

\*\*\* Thank you postcard left at time of collection

Tin or box number	Tin or box (Tick if applicable)	Number of tins or boxes	Business name	Postcode	Location wants to be thanked with income total* (Tick if applicable)	Location does not want to be thanked with income total** (Tick if applicable)	Amount and date banked				Total banked in year	
							April-June	July-Sept	Oct-Dec	Jan-Mar		
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
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	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
	<input type="checkbox"/> Box <input type="checkbox"/> Tin						£	£	£	£	£	:
							Total amount				£	:

\* Thank you postcard presented after counting  
 \*\* Thank you postcard left at time of collection





TREASURER' INCOME REPORT PAGE 2

		AMOUNT BANKED							
Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

Date	Paying-in-slip number	Donations	Collection tins	Daffodil boxes	Public collection	Own event proceeds	Trading sales	Other	TOTAL
									£ -
									£ -
									£ -
									£ -
									£ -
									£ -
<b>Total for month</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
<b>Total carried forward</b>		£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -

<b>TOTAL FOR THE YEAR</b>									£ -
---------------------------	--	--	--	--	--	--	--	--	-----





# Volunteer Expenses Claim Form

Refer to the Guidance Notes overleaf and the Volunteer Expenses Policy when completing this form.

Volunteer's Name:	Sheet 1 of _____
Volunteer Role:	Month:
Volunteer Location:	Department:
Expenses are paid by a direct credit transfer to your bank account. This is much quicker for you, and is cheaper for the Charity. However, tick here if you need to be reimbursed by cheque instead <input type="checkbox"/>	

## For Completion by Volunteer Claimant

### Claim Summary

Sub-total Part A – General Expenses (see over + continuation sheets)	£
Sub-total Part B – Mileage (see over + continuation sheets)	£
<b>Total Claim (Part A + Part B)</b>	<b>£</b>

I apply for payment of the amount shown on this claim form and confirm that the details are correct and the expenses claimed were actually and necessarily spent by me in the course of my volunteering activities. I attach original receipts and understand that claims will only be paid if they comply with the expenses policy.

Volunteer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Credit Transfer Details

**IMPORTANT: CLAIMANT SHOULD ONLY COMPLETE THE FOLLOWING IF:**

- THIS IS YOUR FIRST CLAIM, or
- YOUR BANK / BUILDING SOCIETY DETAILS HAVE CHANGED SINCE YOUR LAST CLAIM

Account Number:           B Society roll number (if applicable) \_\_\_\_\_  
Sort Code:       Account Name: \_\_\_\_\_

I confirm that these details are accurate and should be now be used for my expenses direct credit transfers

Volunteer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## For Completion by Authorising Officer

Account Type	Account Code	T0	T1	T2	T3	T4	Amount
Volunteering	81042						£

I am authorised to approve claims against the budget code above, have reviewed the claim against the attached receipts and the Volunteer Expenses Policy. I understand that authorised claims may be subject to an audit in future.

Authorising Officer Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Authorising Officer must complete all budget codes and approve form before a claim is submitted to:**

**Marie Curie Volunteer Centre, Block C, Mamhilad House, Mamhilad Park Estate, Pontypool NP4 0HZ**

## Part A - General Expenses

- List each item / expense you are claiming for. If you run out of space, use a Continuation Sheet (Annex D), stapling it to the back of this form and noting the total number of sheets used
- Attach a receipt for **every** item (eg travel tickets, sandwich, Oyster Card journey history printout) for your line manager to check and post to the Volunteer Centre. Keep copies for your own records.
- If volunteering for more than 4 hours over a lunch time, you can claim an exact spend of **no more than** £3.50 for lunch, subject to manager approval. Refer to policy for Shop subsistence claims guidance.

Date	Full Description of Expenses	Amount (£)

**Sub-total Part A – Expenses claimed** £ \_\_\_\_\_

Please now add this sub-total (+ Continuation Sheets total) to the front of this Claim Form

## Part B - Mileage

- Mileage rates in a tax year are authorised by HM Revenue and Customs as follows:  
**Cars up to 45p per mile (25p per mile in excess of 10,000 miles); Motorcycle up to 24p per mile; Bicycle up to 20p per mile.** Fines or late payment charges will not be reimbursed
- You must complete an annual mileage record for all your volunteering activity with Marie Curie

Date	Journey: From/To (Including full postcodes)	Purpose of Journey	Mileage Incurred

**Sub-total Part B - Mileage claimed** \_\_\_\_\_

Please now complete the tables below to show the amount in £ you wish to claim.

### This Claim's Mileage record

Total miles being claimed (amend rate as required)	_____ x 45p =	£ _____
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### Annual Mileage record

Mileage for tax year to date from previous claims	_____
Add number of miles claimed at Part B above	_____

**Total Miles claimed to date in tax year** \_\_\_\_\_

# Credit Transfer – Volunteer Expenses

<b>Volunteer Details:</b>
Name: _____
Volunteer Role: _____
Location: _____ Department: _____
Home Address: _____ _____ _____
Post Code: _____
Telephone No.: _____

<b>Bank Details</b>
Account in the Name of: _____
Account Number: _____
Sort Code (6 digit): _____
Building Society Reference Number (if applicable) _____
Name of Bank/Building Society _____
Address of Bank _____ _____
Post Code: _____
<b>Signed (volunteer):</b> _____ <b>Date:</b> _____

<b>For Payroll Use Only:</b>
Actioned By: _____ Date: _____
Essential Car User:                      YES <input type="checkbox"/> NO <input type="checkbox"/>



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