



# Community supporter fundraising guide

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Registered Charity No: 506120

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Hospice Care for Leicester, Leicestershire & Rutland

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[loros.co.uk/fundraising](http://loros.co.uk/fundraising)

# COMMUNITY SUPPORTER FUNDRAISING GUIDE

## Introduction

The British public are very generous towards charities and good causes. Every individual and organisation who raises money for charitable causes has to abide by rules and standards to protect donors' money. This helps give confidence to donors that the money they give is being treated correctly.

As a supporter fundraising in aid of LOROS, you have responsibilities both to the donor and to LOROS to abide by these rules.

In England, Wales and Northern Ireland, the Fundraising Regulator is responsible for maintaining the high standards of fundraising the public expect and demand. Their Code of Fundraising Practice can be found on [fundraisingregulator.org.uk/code](http://fundraisingregulator.org.uk/code) and the key things you need to remember are stated in this leaflet.

LOROS are here to support you through this and make sure you are able to fundraise for us safely and legally. We're grateful for all the support people like you give us.

If you have any questions about the guidance or anything related to fundraising, please contact us at [fundraising@loros.co.uk](mailto:fundraising@loros.co.uk)

## Your responsibilities

LOROS is immensely proud of its excellent reputation both locally and nationally, and our brand is one of our strongest assets. Therefore it's vitally important that you act in a way that upholds our values and not do anything that could bring LOROS into disrepute.

You must make it clear to people supporting you who you are fundraising for. Their donations must be given to the cause and purpose you have advertised.

If you are doing any marketing, you should use the LOROS "In Aid Of" logo on any of your marketing to make it clear that you are a third-party fundraiser, and not directly employed by LOROS.

You will need to protect monies raised for LOROS carefully. Anything that is lost or stolen has to be reported to the Police. You must endeavour to pass your fundraising to us as soon as possible via cash, cheque, BACS transfer, or via an online giving page.

Supporters' personal data must be treated as carefully as cash. If you are using paper sponsorship forms, you must keep these safe and secure. Paper forms must be returned to LOROS and not used for any other reason.

LOROS is happy to support your fundraising by providing supplies where we can. It is your responsibility to return these supplies to us in good condition so we can use these again.

We ask that you complete a short form on returning your fundraising. This will help us to track the money you collect, and ensure transparency and accountability.

You must ensure that anyone who is helping you to fundraise also abides by the standards laid out in this guidance.

## What you are unable to do

You are not able to use funds for anything other than what has been advertised. This includes giving the money to another charity, or taking any payment or wage for yourself. However, you can deduct legitimate expenses from your fundraising as long as these are declared on the reporting form we ask you to complete.

You cannot use individuals' personal data in any way other than what you have told them; including sending them marketing materials.

While talking about the work that we do can be helpful in fundraising, you must not

promise to use funds for a specific restricted purpose without our express written permission in advance.

## Last point to remember

As a third-party fundraiser, you are legally responsible for all activity that you undertake, and LOROS can take no responsibility for any liabilities that you incur. This includes financial obligations, as well as legal obligations and licensing.

