

## Rules and Regulations

Here are some things to think about when organising charitable events:

Please remember to consider if you might need any **Licences, Permits or Insurance** prior to your event. Don't let this put you off your fundraising, these things can be organised very easily. If you're organising a social event, you may need a permit for

- Selling alcohol
- Extended hours
- Live music
- Lotteries/Raffles (see below)
- Charity Collections in public places

Take a look at your **local authority's website** for further information, but don't leave it until the last minute – allow yourself plenty of time to get organised.

### Lotteries/Raffles – you DO NOT need a permit if:

Your **raffle** is taking place at one venue and tickets are being sold just at this venue on the same day. No more than £250 can be spent on purchasing prizes, however, hopefully many of them will have been donated (which do not count). Also, no cash prizes can be offered.

A private **lottery** can have tickets sold to members of one society/club etc or to people working or living on the same premises. There is no limit to the value of the stakes or prizes but the promoter must be a member of the society/club. Any promotional material can only be displayed at the society/club/workplace or on the tickets. The price of every entry must be the same.

Any other kind of lottery or raffle needs to be registered with the local authority and a licence obtained. Take a look at your local authority's website or give them a call.

### Charity Collections in Public Places

- Collectors must be over the age of 16.
- Collections on private property, ie a supermarket, a single pub or event DO NOT require a permit, but permission received from the owner, manager or landlord before collection takes place.
- All Collections should be carried out using official Ear Foundation boxes, which will be numbered.
- Collectors should wear a named badge and an official letter, providing authorisation for the collection to proceed.

When counting the proceeds, there must be at least two people present.

### Risk Assessment

It is always advisable to carry out a simple Risk Assessment depending on the type of event you are holding. Questions to ask are:

- What if....happened?
- How could we prevent it happening....?
- Should we display notices to alert people of risks...?

## The Ear Foundation

Hearing and communicating in a technological era



# FUNDRAISING “Tips & Hints”

*Supporting deaf children and adults using the latest in modern hearing technologies*

***Thank you for offering to raise funds for The Ear Foundation. This Booklet will hopefully give you some ideas about how to raise awareness of deaf issues and generate funds on behalf of The Ear Foundation, whether in your community, at School or Work. We hope you find it helpful...***

The Ear Foundation, Marjorie Sherman House, 83 Sherwin Road, Lenton,  
Nottingham, NG7 2FB Registered Charity No: 1068077  
Tel No: 0115 9421985 [www.earfoundation.org.uk](http://www.earfoundation.org.uk)

## Raise Deaf Awareness with some of the following activities:

- Sponsored Silence
- Charades (actions, not words)
- No Music/TV for a Day (this could simply be putting your TV on mute for the day and using subtitles or extend the challenge to include no PC's, Playstations, DS Games, I-pods, talking on the phone: text only)

## Support For Your Fundraising Activities

### Sponsored Events

If you are looking at a sponsored event, your Company may run a "match-funding" scheme, whereby whatever an employee manages to raise in sponsorship, they will match it. This can raise the Company profile and bring them some publicity too. NB: Remember to approach your company in plenty of time before your event.

Your Company maybe able to help promote your event, through advertisement (ie Newsletter/emails/intranet). You could use The Ear Foundation logo on posters to advertise your event and place on notice boards.

### Set up a JustGiving page and email the link to colleagues for donations

Don't forget to draw your supporter's attention to Gift Aid their donation. If they pay income or capital gains tax, by ticking the box on the Sponsorship Form/Giving Page, every donation can increase by 28% (ie a donation of £1 becomes £1.28, a donation of £10 becomes £12.80!)

### Raffles

Why not approach your local restaurant, sports gym, hairdresser, wine merchant, beauty therapist or supermarket, who may be happy to donate a prize. \*See our sample letters to send to organisations requesting prizes

### Dress Down Day/Non-Uniform Day

This is a very popular and very simple way to raise funds. Request a donation of £1 and staff/students can dress down for the day; maybe it something that could be done once a month?

### Cake Sale

Why not get everyone involved and have a cake sale or picnic? Ask everyone to donate either cake/food/drink, and request a donation to tuck in!

We can provide literature, poster templates etc – contact Jo –  
[jo@earfoundation.org.uk](mailto:jo@earfoundation.org.uk)

*In these challenging times, every penny counts!*

## Sample Letters:

### Company Sponsorship

"I am writing to request support with **name of event**. I am aiming to raise at least **£XXX** from my challenge. The money raised is for The Ear Foundation (registered Charity No. 1068077), a small national Charity supporting profoundly deaf children, young people and adults using cochlear implants and other modern hearing technology.

*(Maybe you could include a personal message about why you are supporting The Ear Foundation?)*

Their Mission Statement is:

*"The Ear Foundation is an independent charity that helps deaf people and their families make the best use of technology to improve hearing, communication and spoken language. We do this through education, family and clinical services, carrying out research and advocating for access to the latest hearing technologies"*

I am writing to ask you if **Company Name** would consider sponsoring me. I appreciate you must receive many requests similar to mine, but would be very happy to pass on your details to The Ear Foundation, for a personal acknowledgement."

### Prize Request

"I am writing to request your support with my fundraising event. I am aiming to raise at least **£XXX** by **Event Name**. The money raised is for The Ear Foundation (registered Charity No. 1068077), a small national Charity supporting profoundly deaf children, young people and adults using cochlear implants and other modern hearing technology.

Their Mission Statement is:

*"The Ear Foundation is an independent charity that helps deaf people and their families make the best use of technology to improve hearing, communication and spoken language. We do this through education, family and clinical services, carrying out research and advocating for access to the latest hearing technologies"*

I would be most grateful if **Company Name** would consider donating gift vouchers or merchandise for my/our event and would be happy to publicise your contribution. I appreciate you must get many requests similar to mine, but would be very happy to pass on your details to The Ear Foundation, for a personal acknowledgement."

### Publicity

Often local Newspapers are interested in hearing about fundraising events. Why not draft an article with specifics about:

What you are doing?

Where it will be held?

When it will be held?

Why you are supporting The Ear Foundation

Alternatively, often posters can be displayed in areas such as local schools, community centers, post offices, library's etc. It's always worth noting that we are a Registered Charity with the Charities Commission No. 1068077.