

RETAS LEEDS

Fundraising pack

Guidelines and helpful information and links

Looking to support RETAS LEEDS? Check out these fundraising guidelines.



**233-237 Roundhay
Road, Leeds, LS8
4HS**



0113 380 5630



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code to open
our page!**

Join us in providing a lifeline for refugees, asylum seekers and vulnerable migrants.

For more information, contact: info@retasleeds.co.uk

Thinking about your idea

Do you have the resources to turn your idea into reality? It's often fun to challenge yourself but check that you are not being too ambitious.

A good question to ask yourself and/or your team is 'do you have the skills you need or do you need to recruit someone else to help you?'

Setting the date

Your next challenge is choosing a suitable date for your event. It is a good idea to google what other events might be on at the same time so that you are not competing for your audience?

As Leeds is such a multi-cultural city it is also a good idea to check out the dates of annual religious, faith or cultural festivals that your local community might be observing and saving money towards.

"One year we planned an event in the city centre to find that we had clashed with one of the University's Graduation events, consequently it was so hard to find somewhere to park and even somewhere to grab a meal or a drink!"

Remember too that most people get paid towards the end of the month so generally people are able to be more generous at the start of the month.

Setting a fundraising target

Set a fundraising target to stay motivated and encourage donations.

As you approach the target, reach out to participants and potential donors to help you reach your goal. Encourage friends or colleagues to make early donations to generate more interest.

Finding a suitable venue

It can be challenging finding the right venue. How big a space do you need? Is it inside or outside or both? If you are planning an outside event, what will your wet weather plan involve? Is the space accessible? Is there parking nearby or good public transport links?

Who do you need to get permission from to use the space and how much might you have to pay?

Promoting your event

Shout out, Reach out, Get creative with your message. Include information about RETAS and the impact of their donations. Highlight that 100% of funds will support front-line services for RETAS's clients.

Remember if you are leafleting in and around the city centre you will probably need a licence, so check with the Council otherwise members of your team might get fined.

<https://www.leeds.gov.uk/licensing/other-licences/flyer-consents>

Utilise social media and include visually appealing photos in your advertisements. Add the event to your email signature and ask colleagues to do the same. Request RETAS's Fundraising and Communications Manager to circulate the event and advertise it in the next RETAS Newsletter.

For easy donations, set up a **Just Giving** page and start with a generous first donation to inspire others. Spread the word through social media, considering timing after payday. Mention **Gift Aid** to potentially increase donations by 25%

Collections

Please check with us if you are planning to use collections tins at your event as you may need a licence.
Info@retasleeds.co.uk

Food safety

If you are providing or serving food at your event, it is important to make sure it has been prepared and served safely. Making sure allergens are clearly labelled and including an ingredients list are simple things you can do to keep everyone safe.

More guidance can be found here:
<https://www.food.gov.uk/safety-hygiene/providing-food-at-communityand-charity-events>

Other ideas and important information

Payroll Giving: If you're too busy to put on an event, how about donating a small portion of your salary to RETAS Leeds every month? You can do this through Payroll Giving, just let your payroll/HR manager know that is what you would like to do and they will be able to set it up for you. Donating straight from your salary also means that you won't have to pay tax on your donation. Check with your employer if they are offering a Payroll Giving scheme or find out more on www.gov.uk/payroll-giving.

Amazon Smile: Ordering from your Amazon account? Whether it's books, bags or bits & bobs, sign in to your account through www.smile.amazon.co.uk. You can select **RETAS** as your chosen charity and for every purchase you make Amazon will donate 0.5% of the net price to us. So simple and such a help to RETAS.

Send us a Cheque: You can send us a cheque, made payable to (**Retas Leeds**) with your donation total. When you post your cheque remember to include all your details so we know who to thank! It would also be great to hear how you raised your money and if you are happy for us to interview you for a Newsletter. **RETAS Leeds 233-237 Roundhay Road Leeds LS8 4HS**

Raffles and lotteries: These types of events have certain rules that you must consider. You don't need a license to hold a small raffle as part of an event, as long as there is no cash prize and you don't spend more than £500 on prizes. Tickets can only be sold at one location on one day, at the same event as the prize draw and the results have to be announced either at or after the event. Please have a look at the latest advice from the Gambling Commission before planning your fundraiser: <https://www.gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries>

Some useful information: More information about fundraising guidelines can be found by visiting the following websites:
The Charity Commission <https://www.gov.uk/government/organisations/charity-commission>
Institute of Fundraising <https://ciof.org.uk/>
The Fundraising Regulator <https://www.fundraisingregulator.org.uk/>

RETAS Leeds cannot accept liability for any problems or accidents during events raising funds for us. Fundraising is fun, and needs to be safe and legal.