

# ACT – Fundraising Guidelines

**For individuals and Committees fundraising for Cambridge University Hospitals NHS Foundation Trust (Addenbrooke's and the Rosie hospitals) through the auspices of ACT. Registered charity number 1048868.**

ACT is very grateful to individuals and committees who support Addenbrooke's and the Rosie hospitals through fundraising. In order to achieve mutual understanding of a particular fundraising activity, ACT proposes the following guidance for agreement by both parties. ACT's aim in this process is to achieve fair, accountable and transparent fundraising and to provide a framework for fundraising success.

## **1 Your offer to fundraise for ACT**

Addenbrooke's and the Rosie hospitals are fortunate to have many supporters who fundraise. In order to ensure that your fundraising event or idea is not being duplicated by someone else or being run at the same time, please contact ACT as soon as possible so that it can be logged into the Events Diary.

If you would like to do some fundraising but feel you need some inspiration, ACT has an A-Z of Fundraising Ideas which may be helpful to you.

## **2 Authority to Fundraise**

It is essential that, if requested by a member of the public, the fundraiser(s) can identify themselves, the charity and the purpose for which they are raising money and the means by which money will be raised. ACT will supply the necessary letters of 'Authority to Fundraise' to appropriate individuals and committees for the duration of their fundraising activities for ACT.

## **3 Insurance**

The fundraiser is fully responsible for organising the event and ensuring proper public liability insurance is taken out.

## **4 Risk Assessment**

No fundraiser should organise an event unless they are confident that they can do so safely. Fundraisers are asked to discuss their event strategy in detail with ACT so that a full risk assessment may be made and recorded. The fundraiser(s) will be advised to take professional advice and will be personally responsible for ensuring that there is sufficient personal medical and possessions insurance and Public Liability cover.

## **5 The Handling and Banking of Cash Donations**

The need for the fundraiser(s) to handle cash comes from areas such as street collections, events, ticket sales, refreshment sales, programme sales, raffles and auctions.

**Please make cheques payable to:  
ACT (name of ward/dept fundraising is for)**

**Sealed Collecting Boxes:** Wherever possible, ACT will provide sealed and numbered collecting boxes for the collection of cash. Upon completion of the fundraising activity, these boxes must be returned intact to ACT for counting and receipting.

## **6 Fundraising Expenses**

ACT's Trustees have a written policy Minute 17/06 (D) (B) which states that the costs of fundraising events would be charged directly to funds as they were incurred. ACT requires that all fundraising individuals and committees accept this policy.

ACT will not underwrite losses. However, where there are high up-front costs, ACT may agree to cover these until such time as the fundraising income becomes available.

**Floats** will be issued by ACT upon the signature of an authorised fundraising individual. Where petty cash is paid out from a float, receipts will be required. Float money must be kept securely and separate from personal money. Deductions must not be made from cash received from the public.

## **7 Fundraising Promotion and Publicity**

There may be occasions when fundraisers wish to produce their own promotional material in support of their fundraising event for Addenbrooke's. Such material should always state '**ACT is a registered charity - number 1048868**' and say clearly the purpose for which funds are to be raised. ACT request that all promotional material bearing the logo is cleared with ACT.

**To request the ACT logo and a copy of the ACT Brand Guidelines call 01223 217757 or email [act@addenbrookes.nhs.uk](mailto:act@addenbrookes.nhs.uk)**

If the fundraiser(s) wish(es) to promote the event in the media, ACT will organise any media clearances that are required.

## **8 Data Protection and Reciprocal Mailings**

ACT is registered with the Data Commission in accordance with the Data Protection Act 1998. ACT complies with Cambridge University Hospitals' policy on Patient Confidentiality.

There will be occasions when reciprocal mailings are undertaken, in which case, the following conditions are to be observed.

1. The basis of exchange of mailing data needs to be clearly understood and agreed by both parties in writing
2. ACT will provide mailing materials, rather than names and addresses e.g. ACT will prepare and provide letters for signature by fundraising individuals or committees as appropriate
3. Both parties must declare the level of cleanliness of names and address files
4. Mailing date – both parties will agree mailing dates and some evidence of completed mailings must be made available
5. Replies – all replies will come to ACT for a co-ordinated response
6. Results – both parties will agree to exchange full details of results
7. Returns – both parties will share information on returns as soon as possible after they are received

## **9 Raffles and Lotteries**

If a raffle or lottery is to be part of the fundraising process, application may be made to ACT to run the event under ACT's Lotteries and Gaming Licence. All such requests should be made in writing to ACT at least twenty-one working days before the event.

Prompt information on financial returns will be required by ACT after each raffle/ lottery has taken place so that ACT can report to the appropriate licensing authority.

## **10 Telecommunications**

Where fundraising volunteers engage in the use of the telephone to solicit support from individuals/ organisations, ACT should be advised. All calls must adhere to the Telecommunications (Data Protection and Privacy) (Direct Marketing) Regulations 1998.

It is unlawful to make a call to individuals who have indicated that they do not wish to receive such calls through registration with the Telephone Preference Service (TPS).

### 11 Street Collections

Street collections from the public may not be made unless the local authority has issued a license. If the fundraiser(s) advise ACT of their intention to hold such a collection, ACT will make application on their behalf, providing adequate notice is given (at least 6 weeks).

### 12 Contacting Addenbrooke's and the Rosie staff

Should the fundraiser(s) wish to contact any member of Addenbrooke's and the Rosie staff they are asked to do so through the ACT office. This will ensure that busy medical practitioners are not distracted from their front-line roles at what might be a difficult time.

### 13 Income and expenditure

As a registered charity the Charity Commission of England and Wales recommends that the recipient charity is provided with a summary and detailed statement of income and expenditure associated with the event by the donating committee or individual. This is by no means intended to question the integrity of the fundraisers.



**Please sign and return to the ACT office.**

I/we confirm that I/we have read and understood these Terms of Reference for Fundraising through ACT. I/we agree to abide by them.

Signature 1 .....

Name ..... Date .....

Signature 2 .....

Name ..... Date .....

ACT countersignature .....

Name ..... Date .....

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*give with confidence*