

## Fundraising do's and don'ts

Thank you for offering to fundraise for Borne! You are embarking on a meaningful journey to find solutions to premature birth and change the lives of parents and their babies.

We will support you along the way, but we ask you to make sure your activities are safe and legal. We will not accept any responsibility or liability for fundraising events held in aid of Borne.

In this guide, you will find some tips to run a successful fundraiser. If you have any questions, we would love to hear from you! Please get in touch: [hello@borne.org.uk](mailto:hello@borne.org.uk).

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### TALK ABOUT BORNE

When you tell people about the life-saving research they are supporting, make sure you bear the following do's and don'ts in mind.

#### Do

- **Clearly state that you are fundraising for Borne.** Include “In aid of Borne, registered charity number 1167073” on all your materials.
- **Tell people how the money will be used.** Donations go towards supporting Borne’s research into premature birth and the expansion of our labs and scientific programmes.
- **Research your sponsors and partners.** Consider how they align with Borne’s mission to improve the lives of mothers and their babies. Please have a chat with our team before negotiating with brands.

- **Tell your friends, family and colleagues about your fundraising activities.** If you have been personally affected by premature birth and would like to tell your story, we'd love to hear from you. Get in touch with Sophie: [sophie@borne.org.uk](mailto:sophie@borne.org.uk).

### Don't

- **Say that you represent Borne.** As a supporter, your activities are run independently of Borne. Do not speak on behalf of Borne or attribute specific views to us. If you need talking points about what we do, please ask us!
- **Use our logo without permission.** If you would like to have branded gear or materials for your activity, please get in touch with our team. We'd be happy to help.
- **Claim that you are raising funds for a specific purpose.** The funds raised by our supporters go into an unrestricted fund that supports our research programmes.
- **Denigrate other organisations** or encourage donors to change an existing charitable donation to Borne.

## BE SAFE AND LEGAL

You are responsible for ensuring that your activity complies with the law and is safe for everyone involved. Borne cannot and does not accept liability or responsibility for any accident that may occur during your events or activities.

- **Get permissions.** Some activities may require a license, such as alcohol or entertainment (including recorded music), holding a raffle or an auction, collecting money, or putting up banners in public areas. Make sure to check with your local authority.
- Check the **legal health and safety credentials** of your venue or location. If you are using a caterer, ask for their Food Hygiene Certificate and Public Liability Insurance. Check the [Food Standards Agency](#) for more guidelines.
- **Use reputable external suppliers.** Ask to see a copy of their Public Liability Insurance and risk assessment.
- **Do a risk assessment.** Assess if there are any risks to the people taking part in your activity and how you can mitigate those risks. You can download a template risk assessment form on the [Institute of Fundraising's website](#). You may need to get insurance depending on the nature of your event or challenge.

## BE MINDFUL OF VULNERABLE PEOPLE

Everyone should be able to make an informed decision on their donation. Be mindful of people in vulnerable situations such as:

- Physical and mental medical conditions
- Times of stress or anxiety (e.g. bereavement)
- Disability or learning difficulties
- Financial vulnerability (e.g. in debt or with limited income)
- Under the influence of alcohol

## Do

- **Treat donors fairly.** Do not take advantage of vulnerable circumstances, lack of knowledge, or credulity.
- **Make your event accessible** to all, even if it is targeted only at a specific group of people.

## Don't

- **Be pushy.** Do not persist if someone has clearly indicated that they don't want to engage further.
- **Take advantage of mistakes** made by donors or **solicit donations from vulnerable people.**

## INVOLVE CHILDREN RESPONSIBLY

Fundraising activities can be fun for the whole family. If children are involved in your event, take extra care to ensure they are having a safe and memorable time.

## Do

- **Look after children during your event.** Adults looking after children should have carried out appropriate checks. Check the Government's [Disclosure and Barring Service \(DBS\)](#) website for more information.
- **Get permission from the child's parents or guardian(s)** before involving them in the event or taking/publishing a child's personal data (e.g. photos, stories). If you are running an event with school children or near school premises, always get approval from the Head Teacher or a member of school staff designated by them.

## Don't

- **Target children as part of your fundraising** or ask children to approach strangers about fundraising.
- **Share a child's photos or personal information** without the informed consent of their parent(s) or guardian(s).
- **Involve children in street and house-to-house collections, raffles or events involving alcohol** with adult involvement.
- **Leave children under age 16 to handle or count money** that's been collected.

## RUN A LOTTERY OR A RAFFLE

Lotteries, raffles and sweepstakes are popular, fun and effective ways to raise money for charity. However, they fall under gambling laws in the UK therefore you need to make sure that you are legal.

Unless you are a small / large society or a local authority, **lotteries or raffles cannot be run for profit.** All proceeds must go towards a charitable cause. Organisers can claim reasonable costs from the proceeds.

Type	Fund raising?	Who can play?	Who can run one?	Limits	Can I claim costs?	Roll over prizes?	Tickets
No license needed							
Event	Yes	Anyone	Anyone	Ticket sale only at event.	Limits: £100 for expenses, £500 for prizes.	No	You must provide a ticket. No other requirements.
Work	Yes	Employees at a single premise only	Any employee		Prizes and reasonable running costs	No	You must provide a ticket. Each ticket must cost the same (no bulk discount). Tickets are non-transferable.
Residents	Yes	Residents at a single premise only	Any resident		Prizes and reasonable running costs	No	
Private society	Yes	Members or guests on society premises	Society members only		Prizes and reasonable running costs	No	
License needed							
Small society	Minimum 20% of proceeds	Anyone age 16 & over	Society members or nominated fundraisers		Yes, for prizes and expenses. Up to 80% of sales.	Yes	Tickets must show: name of the society or local authority, ticket price, name and address of organiser, date of the draw.
Large society	Minimum 20% of proceeds	Anyone age 16 & over	Society members or nominated fundraisers		Yes, for prizes and expenses. Up to 80% of sales.	Yes	
Local authority	Minimum 20% of proceeds	Anyone age 16 & over	Authority nominees		Yes, for prizes and expenses. Up to 80% of sales.	Yes	

We recommend checking the Gambling Commission for the latest guidance and advice:  
<https://www.gamblingcommission.gov.uk/>

## COLLECT THE MONEY

### Online

- The easiest way to start fundraising is to [set up a JustGiving page in aid of Borne](#), which can easily be shared on social media and shows the total raised so far. The money goes straight to Borne afterwards (with a 5%) commission.

- If you are raising funds in the UK, your donors can easily join the Gift Aid programme which increases their donation by 25% at no extra cost.
- If you need help with your online fundraising campaign, don't hesitate to get in touch: [hello@borne.org.uk](mailto:hello@borne.org.uk). We would love to help!

### At an event

- If you are collecting cash donations and cheques:
  - Use a sealed collecting box.
  - Cash must be collected, counted and recorded by two unrelated individuals, where possible.
  - Keep the funds collected in a safe and secure location.
  - Transfer the money as soon as possible.
- There are many ways to pay in your donation:
  - You can make a bank transfer, at no extra fee for us. Get in touch with our team to receive our bank details and arrange the payment: [hello@borne.org.uk](mailto:hello@borne.org.uk).
  - You can post your cheque to Borne's offices: Room H 3.32, Department of Obstetrics and Gynaecology, Chelsea and Westminster Hospital, 369 Fulham Road. SW10 9NH, London.
  - You can donate to us via JustGiving (5% commission) or PayPal (1.4%)
- Consider contactless donations for medium and large size events. It may be possible to hire Borne-branded contactless tin for your event. Speak to our team for more advice and guidance: [hello@borne.org.uk](mailto:hello@borne.org.uk).

## INCREASE YOUR IMPACT WITH GIFT AID

If you are a UK fundraiser, your donors can increase their donation by 25% at no extra cost by joining the Gift Aid programme.

### Do

- Print [Gift Aid forms](#) for your donors to fill and share them with Borne.
- Check what can and can't be claimed under Gift Aid on the [UK government's website](#).

### Don't

- Not every donation can be claimed under Gift Aid. Don't ask for Gift Aid on:
  - Payments for goods and services
  - Donations of money from a company
  - Ticket sales for the event you're organising, e.g. a concert or fundraising dinner
  - Gifts made using "charity vouchers" or "charity cheques"

### Auction prizes

- Prizes that are commercially available can be claimed under Gift Aid under specific circumstances:

- You need to clearly communicate the item's retail value to your guests. As this may impact the total amount raised, we recommend that you use your discretion and decide if it appropriate.
- Only money raised in excess is eligible for Gift Aid (e.g. if an item is worth £300 and it was sold for £400, only £100 is eligible).
- Prizes that are not commercially available (e.g. an item owned by a celebrity) are not available for GiftAid.

## RESPECT PRIVACY LAWS

Under the General Data Protection Regulation (GDPR), it is important that you consider what personal data you are collecting, how you are storing it and why.

### Do

- **Only collect the data you need** to run your event. For instance, you may need first and last names and contact details to follow up with them about their participation, but do you need their date of birth?
- **Tell people how you will use their data and for how long.** This way they know what to expect and can make an informed decision about what they share with you.
- **Give people the option to receive more information from Borne!** Have sign-up forms on the day for people to provide their email or contact details ([download template](#)). Make sure to link to Borne's [Privacy Notice](#).
- **Keep data in a safe and secure location.** It is best practice to password protect documents that contain personal information.
- If you are organising a large event, **let your guests know if you plan to take photos.** Give them the option not to be photographed.

### Don't

- **Mass email people** you have no previous relationship with about your event or activity.
- **Take photos or record sensitive information** (e.g. loss of a child, medical information, personal stories) **without the person's informed consent.** [Use this template](#) and return it to us after the event.
- **Share personal data with third party organisations or individuals** without the person's informed consent.
- **Leave personal information** (e.g. sign up forms, spreadsheets) **unattended or easily accessible by others.**

If you would like more information about GDPR, the Fundraising Institute has useful resources on their [website](#).

For more information, visit the Fundraising Regulator's website:  
[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)