



Things you really need to know

Any event, however small, needs careful consideration. Please read this sheet in detail, then seek further information from the sources we suggest if anything is unclear.

In aid of WWF

We are happy to provide advice, ideas and publicity materials to help you with your event. However, recently published guidelines mean that we need to ensure that you understand that you are raising funds in aid of WWF, but that you do not in any way represent WWF.

Please do not talk about WWF's policies or stance on specific issues (for instance in press releases, in publicity or other support materials for your event); any enquiries should be referred direct to WWF's Supporter Relations Team on the number below.

The WWF logo

All the elements in this pack have the WWF logo in a prominent position. We are happy for you to use these materials to promote your event. **Please do not use the WWF logo on any materials you create yourself without specific approval from WWF.** For more information please contact our Supporter Relations Team.

Insurance

Please remember that you are responsible for the activity and for making sure that it is run safely and legally. **WWF cannot accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.**

If you are planning an event that involves the general public in any way you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the

event in a place which already has liability insurance (such as a school, workplace community centre, etc), you should check with them what cover, if any, is available under their insurance and whether or not you need to arrange extra cover.

Collecting money

If you want to collect donations at your event, contact our Supporter Relations Team. They can send you a collecting box if appropriate. Please be aware that public collections do need specific permission and licenses, depending on the venue – our Supporter Services Team can tell you more. We don't advise that you ever collect money door-to-door, as it's illegal to do so without a licence.

For your own protection, if at all possible, make sure that you count collected monies with another person present and have them verify the total amount raised.

Take care

WWF cannot accept responsibility for accidents, so please follow these simple principles to make sure that everyone's safe while they are raising money.

- Always ensure that children are safe and that you do not allow them to ask for or collect money without an adult.
- Nobody should carry out fundraising in an unsafe environment, so assess any risks involved and make sure that those risks are eliminated or minimised, both for yourself and your helpers and for participants.

continued overleaf

For more information please call our **Supporter Relations Team** on **01483 426333**

- If you are going to carry money around, take care with your personal security. Always use a safe route, take someone else with you and carry a personal alarm.
- If you hire anybody to help organise your event, or use facilities provided by a third party, make sure that they have suitable experience and their own insurance.
- Finally, remember that your event must comply with the Health and Safety at Work Act 1974, as well as all relevant legislation since. See www.hse.gov.uk.

Adventure activities

WWF does not encourage activities like parachuting, bungee jumping, rock climbing and so on. Neither do we encourage travelling to other countries as part of your fundraising effort unless the trip is properly organised by a travel third party specifically for the purpose.

Alcohol

Selling alcohol as part of your event requires a temporary licence. You'll need to apply for it at your local magistrate's court at least a month in advance. You can, however, offer alcohol but not charge for it, without getting a licence. If you choose this route, make it clear what is being offered and how much (for example, 'Free glass of wine with every ticket'). The final option is to hold your event on licensed premises or ask a local pub to organise the bar at your venue. This ensures that there is a licensee responsible for the sale of alcohol and you won't need to apply for a separate licence yourself.

Food

If you want to offer or sell food to the public, you should check with the environmental health department of your local council to see which food safety laws apply.

Lotteries and raffles

Legally, lotteries and raffles are defined in the same way and the same rules apply to both. There are three types of lottery.

Private lotteries

If you hold a raffle at your workplace or club, there's no need to obtain a licence. This is the type of lottery we recommend, since it's easy to run and isn't legally complex. Just make sure that the raffle is only offered on the premises. You must make it clear who is running the raffle.

Small lotteries

If you hold a raffle as part of an event, but not the main focus of your event, you can also run it without a licence. With this type of lottery, there can't be any cash prizes and both the ticket sales and the announcement of the results must take place during the event. No more than £250 can be spent on buying prizes, but no limits apply to the value of donated prizes.

Public lotteries

If you hold a larger raffle that is open to members of the public, it must be registered with the local council. Because of the legal issues and extra complexity, we suggest that you avoid organising this type of raffle.

Don't forget, if you have any queries, please call our **Supporter Relations Team** on **01483 426333**



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