

UEASU Student Group Fundraising Policy

UEA Student Union is a charity, meaning that we must follow Charity Law, which is particularly important with student fundraising activities.

Charities can engage in several activities, including campaigning, trading, holding debates, running workshops and supporting societies but these are all things that contribute to the purpose, rather than a purpose itself. Charities cannot engage in activities that do not support their charitable purposes. This is because it is the expectation of beneficiaries to that organisation and funders of that organisation that the charity will be working on set out purposes.

The Charity Commission for England and Wales and the National Union of Students recognise UEASU as charitable organisations for the advancement of education. This means that the work that UEASU does and the way we use our finances and other resources must support Education. The beneficiaries of UEASU, those that resources can be spent on, are you - our members. So the key concept to remember here is that UEASU are here to advance the education of their students as students. This could involve:

- activities that enhance their personal development directly.
- those that improve their welfare or wellbeing as students.
- those that advance the education of students.

The first bullet point means that student groups' fundraising is supported by the SU as the experience directly helps you develop and grow your experience as part of your university education.

The below document outlines the requirements of student fundraising for both external charity fundraising and internal fundraising.

Key policy statements:

- UEASU will at all times adhere to the charities Act 2011 and other relevant statutes where appropriate. All guidance in this policy is superseded by changes in the law and the fundraiser is responsible for ensuring they adhere accordingly.
- UEASU is committed to offering students the opportunity to fundraise during their studies.
- UEASU will work in partnership with the University of East Anglia to facilitate In the case of sports club fundraising this will be supported and advised on where relevant by UEA Sport in line with this policy.

- Student Group members can raise money for their student group by using the charitable status of UEASU.
- UEASU cannot fund activities that directly raise money for any external charity. But student groups can use their funds to help organise activity to fundraise – they however cannot utilise any funding sought from UEASU to fund external fundraising or political parties and campaigning.
- Please note any breach of the below policy may result in a breach of the UEASU Members Code of Conduct.

Fundraising general principles:

Student groups must abide by 5 rules to ensure adherence to charity law and SU procedure when fundraising.

They must:

1. Endeavour to make all fundraising activity online and be clear where the money is going to.
2. Be clear on how the money will be donated and follow SU finance procedures and only at last resort collect cash - no money at any point should be banked in any personal bank account.
3. Follow this policy and procedure, taking responsibility for fundraising and honoring the promises to your supporters.
4. Gain charity approval via letter or email, with headed paper or official email address.
5. Notify the SU of fundraising activity and follow general student group guidelines from the SU and UEA Sport.

Please note the further principles are found at the [National Association of Student Fundraising Association](#)

Guidance, training and support:

- UEASU and UEA Sport will provide further resources and guidance on the UEASU committee hub found [here](#).
- They will also offer basic fundraising training for student group committee members.
- Where appropriate, UEASU will encourage students to take up training direct from external charities, but at all points they must follow UEASU procedures.

Health and Safety and Insurances

- All fundraising activity must comply with the UEASU and UEA Sport student group health and safety policy and general fundraising guidance.
- If all processes and procedures are followed effectively fundraising activity will be covered by UEASU and UEA Sport Insurances, if this is not completed to a compliant level it is not insured.

- It however does not underwrite any losses of funds in relation to student group activity.

Fundraising to fund your student group activity:

Student Group members can raise money for their student group by using the charitable status of UEASU. However, the above principles must be always followed.

UEASU recommends all fundraising for your student group that funds your own activity, should be cashless and done via the UEASU website.

Online fundraising should be done through the purchasing of clearly labelled tickets and products via the personalised student group web pages on the UEASU website. All monies will be deposited directly into their subs account.

Please note that all products and event tickets will incur an administration fee.

If at last resort cash is collected. All cash funds raised for the student group must be deposited with the SU as soon as possible post the activity or event. Pre counted.

When purchasing products, services or trips from UEASU they will act as an agent of the sale, UEASU are not selling any service or product and are not liable for any refunds of monies, the purchase is direct with the affiliated student group.

Fundraising for an external charity:

Student groups may fundraise for external charities if they follow the above principles in line with the charity commission regulations and UEASU policies and procedures.

When fundraising for an external charity UEASU recommends the group fundraise through the UEASU Just Giving Portal.

When selecting an external charity, student groups should ensure the charity is checked before giving, by checking the charity's name and registration number on the government [register](#).

If at last resort cash is collected. All cash funds raised for the student group must be deposited with the SU as soon as possible post the activity or event. Pre counted. We will then ensure it is donated to charity.

Student Group Fundraising Guidelines

The rest of the policy will focus on procedures students should undertake when fundraising in certain circumstances:

Running an online fundraising campaign for your own student group:

Utilising the UEASU Website – the **QUICKEST** way to get funds deposited into your account. **Please note this can only be done as a student group.**

- Should you wish to set up a product on your uea.su webpage for people to donate to you can.
- The way this will work is you can set up a product name *student group name* donations for the value of £1. A video on how to do this can be found [here](#).
- The person then wishing to donate can then purchase however many £1 donations they would like to the value of their desired contribution, so purchasing 25 x £1 products will provide the group with £25 - this will go straight into your student group account once processed by finance. Please note there is admin fee applied to this by our ecommerce providers.
- The admin fee applied to all product sales on the website are the charges applied on UEASU by the bank, this is charged at cost and UEASU are not able to subsidize this. This will be applied at checkout.

Creating a Just Giving page for external charity fundraising:

Please note there will be a delay in getting funds deposited into your account for use or donation.

You can also set up a Just Giving page via UEASU- to create a fundraising page, you will need to follow these steps:

- Go to UEASU Just giving site
- Select 'Raise money for us'
- Select 'Make your page'
- Log in or create a JustGiving account
- Select the type of event you're taking part in - taking part in an organised event, doing a personal challenge...
- Finalise your selection - choose your JustGiving web address

Please note our Opportunities team will automatically review this when you set it up and provide approval, please note vague or poorly filled in Just Giving pages will not be approved.

There's also a [video](#) which takes fundraisers through creating their pages.

If you do this before submitting any forms for events/activities, you will be asked to fill these in before the page is approved.

Hosting a **fundraising event/activity**:

This could include evenings in the LCR, bake sales, challenges or tournaments.

- UEASU would encourage in the first instance that all fundraising to be done via the website or just giving pages.
- All fundraising activity must abide by UEASU event organisation procedures found [here](#).
- Should you wish to donate some proceeds of your ticket/product income to charity, you must notify the Opportunities Department before the event.
- **All publicity and/or tickets should clearly state on them who you are fundraising for.**
- **You may also direct all fundraising via your just giving page outlined below.**
- **Please note UEASU does not allow personal card machines to be utilised at any student group activities. But does have card machines available to use these can also be booked via union.opportunities@uea.ac.uk**
- If at last resort the group wish to collect some cash funds on the evening please ensure you have measures in place for effective collection, safety and recording of funds. This should be at last resort after both the online fundraising options and card machine options.
- For more information on this please contact Alys Kimberley on alys.kimberley@uea.ac.uk or alternatively union.opportunities@uea.ac.uk.

Hosting a **fundraising bucket collection**:

e.g. a street collection or supermarket bag packing event

- UEASU encourages all fundraising to be online, but recognizes bucket collections is designed for cash, only in this instance will we fully endorse the taking of cash.
- All fundraising activity and event activity must abide by UEASU event organisation procedures and can be found [here](#).
- If you are holding a **fundraising collection** (fundraising on the street or in a public space) you must obtain a license from the local council prior to the event date. You can apply for this on the first day of the month before the collection is due to take place.
- [Norwich City Council](#) fundraising licensing page. Please note there will be specific stipulations outlined to you via the council when fundraising on the street and these must also be strictly adhered to.

- If you are raising money on private property (e.g. in a supermarket) you must ask the company/owners directly for permission.
- Should you wish to do a collection on campus, the open spaces form can be found [here](#).
- All monies collected must be deposited as quickly as possible via the SU Bar declaring it has been raised for charity or direct to the charity. You must also fill in a bar deposit form and pre count the money.
- Most charities should provide you with buckets and collection tins. If your charity does not, the Opportunities Department have buckets and tins available. You should ask for these in advance of the event (at least one week).
- When collecting money - ensure you have the charity name/sticker clearly written on any buckets or tins and that they are sealed lids. These can be requested by emailing union.opportunities@uea.ac.uk to arrange collection. Please note these are loaned to you for the period of your fundraiser and must be returned.
- For more information on this please contact Alys Kimberley on alys.kimberley@uea.ac.uk or alternatively union.opportunities@uea.ac.uk.

Organising a collection at SU Outlets

To organise a cash collection box at any SU outlets this will be done on the discretion of the outlet manager. Permission should be sought directly from them. Please email - union.opportunities@uea.ac.uk to ask for details of SU outlets. For university food outlets please email hospitality@uea.ac.uk.

Gaining sponsorship

Please note that UEASU does endorse sponsorship as a form of fundraising for student groups. They may seek sponsorship from reputable external companies, their UEA school/faculty or external funding bodies. Separate guidance is issued on the UEASU committee hub for sponsorship.

Depositing your money:

Cash Deposit must only be a last resort or post a bucket collection event.

- You must ensure that you bring all money that has been raised at the event/activity to the SU Bar, to be paid in as soon as possible. Please be sure to count in advance and where possible separate into money bags. Please fill in a deposit form - these can be obtained at the bar.
- MAKE SURE TO STATE THIS MONEY IS BEING DONATED TO CHARITY AS WELL AS THE CHARITY OF CHOICE.
- Once you have banked all the donations into your club or society account, please email su.accounts@uea.ac.uk with the charity's details on it and the money will be paid to them directly via a BACS Transfer. Please note to

action the payment we will require authorisation from the registered committee payment approvers.

- Where possible please provide bank details of the charity: Account Name, Sort Code & Account Number.

Charity buckets and collection tins:

- For cash deposits via buckets and tins please follow the same process as above.

Online money collection Via the UEASU Website

- All funds will be automatically deposited into the student group account.
- Once fundraising is complete please email su.accounts@uea.ac.uk with the charity's details on it and the money will be paid to them directly via a BACS Transfer. Please note to action the payment we will require authorisation from the registered committee payment approvers.
- If you wish to donate proceeds from tickets or products to charity, please notify SU accounts of the % of the product or final amount. They will then, post approval, donate to charity.
- Where possible please provide bank details of the charity: Account Name, Sort Code & Account Number.

Just Giving deposit and donation

- Please note in the first instance all funds will be banked with UEASU and then latterly donated to the charity direct by UEASU. This may take longer as the SU must first receive the money from Just Giving to donate.
- If you are fundraising directly for your student group, the money once received by Just Giving will be deposited into the subs account.
- Once the fundraising is complete for an external charity, please notify SU accounts of the final amount. They will then, post approval, donate to charity.
- Where possible please provide bank details of the charity: Account Name, Sort Code & Account Number. We do not allow the money to be donated direct as with this route there is a clear paper trail of all club and society fundraising through the system.