

SECTION 4: FUNDRAISING

FUNDRAISING

All local groups need to fundraise to ensure that they have sufficient funds to fulfil their obligation to members and to carry out their planned activities. This section offers a mixture of fundraising ideas and guidance to ensure your local group maintains a healthy bank balance and sticks to the law.

We have a dedicated fundraising team who can help you with any queries on fundraising. We also have fundraising packs that contain ideas, sponsorship forms and helpful advice to make your fundraising efforts as smooth and successful as possible. For further information and support please email fundraising@coeliac.org.uk.

Why fundraising is important

As per the local group constitution, local groups are responsible for their own monies and for funding their own services, events and mailings. Coeliac UK will give all new local groups a £250 start up grant and assist with initial correspondence to members. The committee then needs to consider how it will raise funds to cover the costs of the year's events and activities.

Keeping a healthy bank balance

In general, the charity's local groups have proven themselves to be competent fundraisers with the majority attaching a fundraising ask to every event and mailing. Through strong local networks they can access free venues, make the most of free advertising or keep to cost neutral events e.g. dinner in a restaurant or coffee morning in a local café.

Easy asks

- Charge an entrance fee: £1 per adult/50p for children .
- Charge for refreshments eg £1 for a coffee and a gluten free biscuit.
- Hold a raffle .
- Put out a collection tin.

Beyond the everyday

- **Organise a fundraising event:** host a fundraising dinner, quiz night or auction. These can be fun, social events to get your local group member together whilst also supporting your charity.
- **Hold an AGM sweepstake:** have members guess how long the AGM will go on for, how much money the local group raised over the year or how much money is in the bank account. Award the winner with a cash prize or gluten free treats.
- **Organise a cookery competition:** put your members to the test with a baking competition. See if you can get a local chef to judge the entries and charge members £1 per entry. Organise a cash prize or gluten free hamper for the winner. After the judging members can taste entries for themselves and see whether or not they agree with the judge's decision.
- **Host a quiz night:** put members knowledge to the test with a quiz night charging either per head or per team and awarding gluten free treats or a cash prize to the winners. Quiz nights doubled up with a gluten free take away can be a real crowd pleaser.

For the more adventurous

- **Host a food fair:** food fairs take a huge amount of organisation and venues can require a large up front payment, however local groups generally find them a great way of boosting funds with all manufacturers having to pay for their stand, as well as charging visitors £1 admission and 50p for tea or coffee
- **Create a gluten free recipe book:** ask members to share their best gluten free recipes with you, collate and print as a simple booklet, charging members per copy. **Remember to use the following disclaimer with any recipes:** Recipes are submitted by members and are not affiliated with Coeliac UK. Whilst every effort has been made to ensure the featured recipes are gluten free it is the responsibility of the reader

to ensure the products they use are suitable and comply with their dietary requirements. The charity assumes no liability for inaccuracies concerning products of suggestions made here.

- **Make a local venue guide:** ask members to share their favourite eating out spots, collate and print out as a guide for members and sell at your meetings. Venues do change regularly so your venue guides will need to be reviewed frequently. **Remember to use the following disclaimer with any venues:** Please bear in mind that chefs and owners change. The venues listed here are suggestions from other members only. The charity takes no responsibility for any ill effects suffered as a result of any meal of food consumed from any featured venue.
- **Take part in a fundraising challenge:** some local groups have organised specific fundraising events eg sponsored walks, sponsored swims or, for the more adventurous, abseiling. If you wish to hold an event like this please do check with the insurance providers first to see if you will be covered. If teaming up with another organisation check their insurance policy too.

Fundraising in your newsletters

- Ask members to donate stamps or for those who have the newsletter posted to them, to send in a stamped self addressed envelope.
- Obtain sponsorship from a local company or gluten free manufacturer to cover production costs. You can recognise their contribution in your newsletter.

Top fundraising tips

- Set yourself a target – whether it is £25 or £250.
- Be bold.
- If you find it hard to ask for money, remember it is for a good cause.
- Ask everyone you know, from friends, neighbours, work colleagues etc.
- Collect donations rather than pledges up front, it will save a lot of hard work after the event.
- Set up a webpage with Localgiving.com where you can promote your event and collect donations (more information below).
- Publicise your event.
- From direct mailings to posters to local press and radio coverage there are lots of ways to spread the word and build support .
- Keep all food and drink gluten free.

Localgiving.com

If any local groups would like to set up a fundraising page to collate donations online from members who are fundraising for a local event then you can set up a webpage with Localgiving.com. Following consultation Localgiving please note that to set up your page you need to register as an unregistered charity, otherwise all funds will have to be returned to Coeliac UK.

Fundraising and the law

Please refer to the Finance, Fraud and Fundraising Policy.

Fundraising with Coeliac UK

Along with raising money for the local group, many also raise funds for Coeliac UK's central services such as running the Helpline, creating the Food and Drink Directory, campaigning and research projects supported by the charity. Coeliac UK receives no government funding and although members pay a fee to contribute to the costs of the services they receive, we still depend on donations from individuals and local groups to be able to undertake our work.

As well as sending donations directly to the charity (and we are incredibly grateful to those local groups who make an annual contribution) you can also take part either individually or as a local group in our national fundraising activities.

National raffle

Coeliac UK runs a national raffle each year and we are very grateful to those members who sell tickets for us.

Weekly Lottery

Members can play the Coeliac UK Weekly Lottery and stand a chance of winning £10,000. We are very grateful to local groups that can promote the lottery to members. More information can be found on the website at <https://www.coeliac.org.uk/get-involved/support-us/weekly-lottery/>.

Legacies

Much of Coeliac UK's work is made possible because of legacies. Recognising this important source of financial support, the charity provides information to members who might consider leaving a gift in their wills to Coeliac UK. Please speak to the Fundraising team for further information.

How your company could help

If you are working, there are lots of ways your company or employer could help Coeliac UK, from recycling your empty printer cartridges and old mobile phones for us to sponsoring an event. Some companies also offer matched giving where they will match your own fundraising total be that £20, £200 or £2000. If you think your company might like to be involved, ask them to visit our website or contact the Volunteering team.

Challenge events

Each year our members take part in a variety of events to fundraise for Coeliac UK. These include runs, walks, cycles, swims, obstacle races etc. Additionally we support anyone who want to take on a physical challenge for the charity by providing training and dietary advice, publicity, a calendar of key running events in the UK and sponsor forms.