FUNDRAISING TOOLKIT
Your Guide to Fundraising for Sentebale
Thank you for choosing to raise money for Sentebale, we hope you’re looking forward to the challenge or fundraising event ahead! We’ve put together a few hints and tips to help you raise money for Sentebale.

Sentebale was founded in 2006 by The Duke of Sussex and Prince Seeiso with a vision to positively transform the lives of some of the world’s most vulnerable children, many the victims of extreme poverty and HIV/AIDS.

Despite great progress made worldwide in combatting the AIDS epidemic, HIV remains one of the leading causes of death for adolescents in sub-Saharan Africa. Stigma still plays a major role in preventing youth knowing their HIV status and accessing life-saving treatment and care.

For over a decade, Sentebale has worked with local grassroots organisations to support thousands of children and young people affected by HIV in southern Africa.

In 2018, Sentebale psychosocial support network of clubs and camps reached over 4,600 children and young people every month in Lesotho, Botswana and Malawi, providing the tools and knowledge these young people need to know and manage their HIV status in order to live long, happy and healthy lives.

Without supporters like you, this vital work would not be possible: Welcome to #TeamSentebale!
Why Your Money Matters

My name is Malehoa*. I am 13 years old and I live with my auntie and two sisters. My aunt took me to the clinic when I began to feel unwell. I was given lots of pills to take, but I didn’t understand why. My aunt explained that I was HIV positive but I did not know what this meant.

I started attending Sentebale’s network clubs and I also went to a week-long camp. We learnt about how to take care of ourselves like taking our medication, nutrition and hygiene. We also played lots of fun games. Camp was great because I got picked up and dropped off at home so my aunt didn’t have to worry. We all stayed together at the centre, got food and a camp kit which had a cool T-shirt in it.

It is hard living with HIV because of the bad reaction from society when we are taking medication. With Sentebale’s support, my friends and I feel like we can cope with the challenges we might face. It is important because children are eager to learn new things and when we grow up with this knowledge, we can teach younger generations about what we have learnt. I believe that camp saves lives.”

*Malehoa is a pseudonym used in the interest of protecting the identity of the individual
**DO**

**Remember you are representing Sentebale** in everything you do! We want people to donate because of your interest and enthusiasm for a great cause! So look at our website: [www.sentebale.org](http://www.sentebale.org) or get in touch to learn more about our programmes and get inspired.

**Tell everyone about what you’re doing:** you can share regular updates via Facebook, Instagram and Twitter. This keeps your friends, family and broader network involved, making them more likely to donate.

**Try and thank everyone who supports you!**

**Do something you enjoy** – fundraising should be rewarding and fun!

**Set up an online fundraising page.** This makes it easy for you to collect donations and keep everyone updated on your progress. Update your email signatures, Instagram and Twitter bios to include a link to your fundraising page.

**Sign the fundraising agreement** before you start fundraising – you can find it in this toolkit.

**Use the Sentebale logo** to make sure everyone knows where their donations are going. Please note that you should add ‘Sentebale is a registered charity no. 1113544’ when using the logo, to comply with charity law. Get in touch to get a high-resolution version of our logo.

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**DON’T**

**Be afraid to ask people for donations.** Think big and be enthusiastic – you’ll be surprised how much people will give!

**Don’t just shake a tin at people or hand them a form.** Be proactive and imaginative, and people are much more likely to give.

**Don’t hesitate to get in touch!** We can send photos and videos of our work to help you engage people. Just email
FUNDRAISING TIPS

Take on a challenge event! Every year, there are hundreds of sport events and challenges across the UK and abroad. Fancy an adventure? Get in touch and we can help you find the right challenge for you.

Bake Cakes for Sentebale. Everyone loves an excuse to eat cake, so give them a great reason with a fundraising bake sale in aid of Sentebale. Ask everyone to bring something in and set up a stall in your place of work or at school to sell the delicious cakes on offer – don’t forget to email everyone to make sure they know all about it!

Work for a Company? You can double your donation to Sentebale by asking your employer to match fund your fundraising efforts! They could even share your activity in the company newsletter to raise further awareness.

Host an Event. Wine tasting, film nights, themed dinners… there are lots of options when thinking about hosting an event for Sentebale. Working with a small team shares the work load and helps you raise even more!

Raffle. Contact local shops, stores and businesses in your area and ask them to donate prizes for a raffle. You can sell tickets on social media, at work and to your friends and family.

Bingo. A bingo night is a simple and easy way to bring people together whilst fundraising. You can ask people that want to take part to pay an entrance fee, and ask local companies to donate prizes for the lucky winners!

Quiz Night. Why not contact your local pub or community hall and ask if you can host a charity quiz night there? Charge for entry and let everyone know the proceeds will go straight to Sentebale.

Donate your wedding gifts! If you’re looking for a gift list with a difference, why not ask your guests to make a donation to Sentebale to celebrate your special day?

What’s your idea? Do you have your own idea for fundraising? Send it to fundraising@sentebale.org.
Everything you raise counts and the sooner you get it to us, the sooner we can put it to use!

There are several easy ways for you to pay in donations.

**Make a secure donation using your credit or debit card** on our donations page: [http://sentebale.org/take-action-now/](http://sentebale.org/take-action-now/)

**Set up an online fundraising page** on Virgin Money Giving or Just Giving. You can set up a personalised fundraising page and keep track of your donations. Friends and family can donate directly to your online page, and you can pay in any cash/cheque donations you receive using a debit/credit card. Any money you raise will be paid directly to Sentebale!

**Send a cheque** made payable to ‘Sentebale’ to: Sentebale, 17 Gresse Street, 6 Evelyn Yard Entrance, W1T 1QL, London (Please do not send cash).
The Legal Bits

For a great fundraising event you need to make sure everyone is safe and you aren’t breaking any rules. You can do this by following these guidelines.

Check with your local council to see if there are any permissions, licensing, trading standards and health and safety issues that you might need to think about. An event involving the sale of alcohol, singing or dancing will require a Local Authority Public Entertainment or Liquor Licence, unless it is going to take place in a public building that already has these licences. If the venue’s bar is to be used during the event, the licensee must be in charge. You need to contact the Licensing Justice at your local Magistrates Court at least one month before the event.

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If you are going to sell food and drink, you can contact your local environmental health department for guidelines.

If you want to collect money through public bucket collections or house-to-house, you’ll need to get a licence from your local authority. Without a licence, it is illegal to collect money like this. Anyone collecting money in public must be over 16.

Fundraisers in the UK must comply with the Health and Safety at Work Act (1974 and subordinate legislation) – you can find more information at: https://www.hse.gov.uk

If you are planning an event in a public place, you will need to contact your local police, and make sure your venue is properly insured. If you are involving the public in any way, you need to have Public Liability Insurance. Public Liability Insurance is considered essential nowadays for major events and advisable for smaller ones, due to the rising number of compensation claims. Check with the managers of the venue to see if this is already covered. Any sub contractors or facilities also need to have the right experience and insurance.
Children must be supervised by an adult when they ask for or collect money. Children must always get permission from a parent or guardian before attending or participating in fundraising activities.

First aid and fire safety are important. You can get advice or assistance on first aid from your local branch of St John’s Ambulance, and for more information on fire safety, please contact your local fire station.

If you are collecting on private property, like a sports centre or shop, you will need to get permission from the manager/owner.

If you want to sell raffle tickets to the general public you need to contact the licensing department at your local authority. If you are selling them all at one time in a private location, such as during your event, you will just need the permission of the building owner.

For more information please visit: www.institute-of-fundraising.org.uk

Please note that Sentebale cannot be held responsible for the organisation or supervision of any fundraising activities; all activities and participation are at the organisers’ and participants’ own risk.

Sentebale does not accept responsibility or liability for any loss or damage to property or personal effects arising from any fundraising activities in aid of Sentebale.
Are you a UK Tax Payer?

If you are a UK taxpayer, Sentebale can reclaim 25p on every pound you give us with no extra cost to you! So if you give Sentebale £10, it is actually worth £12.50 to us.

To qualify, you need to be a UK tax payer and to pay enough tax to cover your Gift in the current year – for example, if you want Sentebale to reclaim £25 on a donation of £100, you must pay at least £25 in income or capital gains tax during that tax year.

If you would like Sentebale to be able to claim Gift Aid on any money you raise, you can use the Gift Aid Declaration (on the right). If your donor is donating directly to you, not through an online giving page, please ask them to fill in this form, and send it to us.

Gift Aid Declaration

Boost your donation by 25p of Gift Aid for every £1 you donate!

Gift Aid is reclaimed by Sentebale from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation you must tick the box below:

☐ I want to Gift Aid my donation of £______________ to Sentebale (registered charity number 1113544)

☐ I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

My Details

Title: ____________ First name or initial(s): _____________________________
Surname: ___________________________________________________________
Full Home Address: __________________________________________________
_________________________ Postcode: ______________________________
Signature: _______________ Date: ______________________________

Please notify Sentebale if you: Want to cancel this declaration; Change your name or home address; No longer pay sufficient tax on your income and/or capital gains if you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.
Fundraising Agreement (Part One)

Thank you for registering to raise money for Sentebale. As you will be collecting money from the public in support of Sentebale, we are required by law to have a written agreement with you. It is important that you sign and return one copy to us before starting your fundraising and keep another copy for your own records.

I agree that I will:

1. I must only use lawful means to fundraise for the Charity and must not do anything that harms or is likely to harm the Charity’s reputation.

2. I understand that Sentebale may terminate my rights to raise funds at any time.

3. Only raise funds by carrying out house-to-house or street collections after having first received permission from my local authorities.

4. Only collect on private property (including the workplace, shops and pubs etc) after first obtaining the permission of the owner.

5. Not conduct any raffle or lottery without first contacting Sentebale and I will comply with any guidance or guidelines issued to me by Sentebale in connection with this kind of event.

6. Not reproduce the Sentebale logo without first obtaining the permission of Sentebale.

7. Contact Sentebale’s Fundraising Department well in advance of organising any public event and I will comply with any guidance or guidelines issued to me by Sentebale in connection with this kind of event, especially in relation to acquiring adequate insurance.

8. Ensure Sentebale sign off any materials I produce to help with my promotions whether printed or online, where Sentebale’s name, logo, website link, or any mention of Sentebale’s work, is used.

9. Ensure that any photos that I use are provided by Sentebale where Sentebale’s name, logo, website link, or any mention of Sentebale’s work, is used – these include photos on websites, tickets or any other materials.

10. Not approach companies for sponsorship or matched donations without getting in touch with Sentebale beforehand. This is because whilst in general Sentebale strongly encourages match giving and company donations, there are a small number of companies that the Charity does not accept support from. Sponsorship from colleagues on an individual basis will always be accepted.

11. I will abide by the Code of Fundraising Practice issued by the Fundraising Regulator.
Fundraising Agreement (Part Two)

I understand and accept the following:

A. I acknowledge that I will be contacted by Sentebale Fundraising Team by email, phone and SMS in relation to the event.

B. A. This is an agreement between myself and Sentebale (the Charity).

C. This agreement will run from today’s date (entered below) until ___/___/___ unless terminated by the Charity at any time in writing to me at the address I have given below.

D. I must only use lawful means to fundraise for the Charity and must not do anything that harms or is likely to harm the Charity’s reputation.

E. I understand that Sentebale may terminate my rights to raise funds at any time.

My Details

Title: ____________ First name or initial(s): _______________________

Surname: _____________________________________________________

Full Home Address: ____________________________________________

________________________________   Postcode: __________________

Signature: ____________________________________________________

(Signature of Parent/Guardian if fundraiser is under the age of 18)

Date: ________________________________________________________

Please sign and return to: Sentebale, 17 Gresse Street, 6 Evelyn Yard Entrance, W1T 1QL

Or email a scanned copy to: fundraising@sentebale.org

PLEASE KEEP ANOTHER COPY OF THIS FORM FOR YOUR RECORDS.