

## Special Olympics Club & Region Fundraising

### GUIDANCE NOTES

#### **Introduction**

Fundraising is an intrinsic part of the operation of any club in the community. It ensures sustainability and should be built into all planning processes for your club or to support the aims and goals for the region as a whole.

Many clubs and regions set up a fundraising sub-committee. This sub-committee should come up with ideas for fundraising projects and organise and oversee implementation of the event or initiative. It should also be remembered that fundraising is something that every member can get involved in to support the club, especially your athletes and families! However, coordination is key so please remember to always consult your club or region main contact and fundraiser before you take on or apply for any funding locally to avoid any confusion or misunderstanding!

Fundraising activities also helps to increase local community interaction and awareness as well as encouraging the local community, corporate employees and management to become volunteers and future serving members of Special Olympics GB.

We have prepared some guidance below on some of the more standard fundraising practices that local clubs and regions can look to implement to raise money. Further information to support these areas and more can be found at:

<http://www.specialolympicsgb.org.uk/resources-fundraising>

You can also view national fundraising guidance and regulation information at the Institute of Fundraising website here <http://www.institute-of-fundraising.org.uk/guidance> and <http://www.institute-of-fundraising.org.uk/regulation-and-compliance/>

**If you have any questions or require any support in your fundraising activities please email [fundraising@sogb.org.uk](mailto:fundraising@sogb.org.uk)**

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From general fundraising events such as cake sales, supermarket bag packing to street collections, sports challenge events, campaigns and online giving initiatives, there are many ways for your club and region to raise (ongoing) income and donations from public.

#### **Events, Donations and Online Initiatives**

We have prepared a fundraising pack filled with ideas and advice:

<http://specialolympicsgb.org.uk/sites/default/files/SOGB-funpack-game.pdf>

If you are planning any local fundraising events that require collection tins or buckets, t-shirts etc. please contact Jessica Pointon [Jessica.pointon@sogb.org.uk](mailto:Jessica.pointon@sogb.org.uk) who can provide further advice and information.

Special Olympics GB can provide small amounts of fundraising collateral such as collection tins and t-shirts. If you require large quantities then we would direct you to our suppliers such as Angal [www.angal.co.uk](http://www.angal.co.uk) (for public donation equipment) and Eazzee who can produce Special Olympics club/region branded items for sale or give aways. You can order them directly through the Special Olympics GB website by clicking on the Shop button at the top right of the homepage.

**Challenge Events** The Special Olympics **Road to Victory** portal on the Special Olympics GB website can be used by all clubs and regions to help with local fundraising! If you have a local company, service organisation, school/university etc. or fundraising campaign that you are planning, why not see if there is a local sporting challenge event nearby that you can ask your supporters and general public to take part in and raise money for your club/region? There are over 50 events including runs, swims and climbs listed across the country from easy to challenging so something for everyone! <http://specialolympicsgb.org.uk/victory>

We would recommend that every club and region has a Virgin Money Giving fundraising account which enables you to set up campaigns and events online and receive all money raised directly to your club/region. Virgin Money Giving will also add any Gift Aid due automatically. We recommend Virgin Money Giving as it is free (VMG take a small percentage of the total raised to cover their costs) whereas Just Giving charges a monthly fee (which has just risen for us to £39p/m).

Set up your own fundraising account with Virgin Money Giving:

<http://specialolympicsgb.org.uk/sites/default/files/sites/default/files/Fundraising%20Account.pdf>

**Online Giving Initiatives** There are quite a few online giving initiatives on the market where you can sign up your club/region to receive ongoing regular donations based on people using the service such as online shopping platform, Give as you Live [www.giveasyoulive.com](http://www.giveasyoulive.com)

**Charity Aid Foundation (CAF) Donations** Many individuals and companies use CAF as a way to give donations to charity (e.g. matched giving). As CAF is a bank only the main charity can hold an account and therefore you may find that you have the track the donation with Special Olympics GB to receive a refund to your club/region. If you are aware of a donation that has been made to your club via CAF please email [accounts@sogb.org.uk](mailto:accounts@sogb.org.uk) or [fundraising@sogb.org.uk](mailto:fundraising@sogb.org.uk) to advise of the amount, date received so that it can be tracked and repaid to you swiftly.

## **Grant Funding**

Clubs and Regions may seek to raise funding through applications to local/regional trusts, grant programmes and statutory funds such as local authorities or CCGs, and groups such as local Masonic lodges or rotary clubs.

It is strongly recommended that before making any approach to a local/regional body that you please contact your regional chair/fundraising officer to ensure that you will not be crossing over an existing application and that the two applications from Special Olympics do not end up cancelling each other out and both being rejected.

The vast majority of national funders will only accept one application from SOGB, meaning that if one club were to apply to them, no other club or the national office would be able to apply, usually for a period of at least one year from the end of a successful grant period or the date of a rejection. For this reason, **we ask that you do not apply to national funders.**

Occasionally there are exceptions to this rule, for example, the Big Lottery Fund's Awards for All programme (up to £10,000 in England) could support more than one SOGB club, however, they will only give a total of £10,000 in a 12 month period (i.e. if one club receives £6,000, there is only £4,000 available to the rest).

It is important that our fundraising applications are consistent and support each other rather than hinder a wider effort so if you are thinking of applying to Awards for All or you have found another national funder that operates in this way, we would respectfully request that you please contact Alex Blake who currently leads Special Olympics Great Britain's national trust & grant fundraising, at [alex.blake@sogb.org.uk](mailto:alex.blake@sogb.org.uk)

Alex has prepared support template for clubs and regions to use and these are available to download at: <http://www.specialolympicsgb.org.uk/resources-fundraising>

If you need help with specific searches for local trust and grant opportunities you can:

- contact Jessica Pointon at [jessica.pointon@sogb.org.uk](mailto:jessica.pointon@sogb.org.uk) and ask for a list of local trusts
- look up your County Sports Partnership <http://www.cspnetwork.org/your-csp> who may offer support in searching for funding opportunities and may have grant opportunities they offer themselves
- look up your local Council for Voluntary Service as they often provide free e-bulletins with local funding opportunities, but note that they will also include national funders that you will not be eligible to apply to.

### **Affiliate clubs should explain their relationship to the national entity as follows:**

We recommend you include the following statement in your applications as several funders have recently contacted our clubs to ask why their application says the club name but when they look up the registration number with the charity commission, it says Special Olympics Great Britain, and is the club a separate charity or not. Sometimes this is because the funders do not fund national organisations or charities with a turnover over a set amount. If an application form does not have space for the below, we recommend you try to add

"(operating autonomously under Special Olympics Great Britain)" after your club name in answer to the question of your organisation's name.

"Special Olympics <club name> is a branch of Special Olympics Great Britain. We operate autonomously under the national charity's registration number, within the terms of our Special Olympics accreditation. The <name> club's annual income for last year was <£amount>."

We have our own governing document and as part of our accreditation agreement are bound to meet minimum governance criteria, such as having a steering committee with certain roles such as a main contact, finance officer, and a safeguarding and welfare officer. Our club manages its own finances through a separate bank account and we report financially to the national organisation for audit each year and are included in their consolidated annual accounts."

We recommend you attach your signed club governance agreement where possible.

**SOGB Development Fund.** SOGB currently runs a grant system (funded by a £100k donation from National Grid in 2011). Any club or region can apply for up to £2,000.

To download the application form and guidelines: <http://specialolympicsgb.org.uk/resources-fundraising>

## **Corporate Support**

There are two main types of corporate support:

1. Sponsorship (a commercial partnership)
2. Corporate philanthropy (a donation, or funds raised by customers/employees)

**What is sponsorship?** Sponsorship typically involve the payment of a fee or 'in kind' support to a charity or not-for-profit organisation in return for the on-going rights to an association with an activity event, item, person, organisation or property. Where there is an agreed partnership with a charity for a sponsorship, charity law usually requires the parties to enter into a contract with the organisation. Any fee paid (cash or in kind) will also attract VAT. Sponsorship is done with the expectation of a commercial return unlike philanthropy (a donation).

We need to recognise that our name and logo is a valuable asset and that, in a commercial partnership, association with a charity can generate substantial benefits for a company. Accordingly, we always need to take steps to protect our brand and, where appropriate, take professional advice on the valuing of our partnerships.

**What is a charitable/community donation?** A philanthropic charitable donation might be a cash contribution from the company, donation of funds raised by employees or customers, or it could be the giving of 'in kind' support such as the supply of kit, employee volunteering or any other services to a charity or organisation running a charitable or community programme.

HM Revenue and Customs' (HMRC) view is that a charity will make taxable supplies if there is a written or oral agreement or understanding that, in return for a sum of money, goods or other services, a sponsor will receive from the charity some publicity or other form of benefit such as the display of the company's logo or trading name (whether or not prominently displayed). This means that any partnership at this level would constitute a VAT-able supply.

A donation will only qualify as such if it is freely given and secures nothing in return. For example, simple acknowledgement of support such as inclusion in a list of supporters in a programme or on a notice; or putting the donor's name (but not logo) on fundraising literature will not constitute a VAT-able supply.

The fact that entering into any commercial sponsorship requires a legally binding contract as well as an invoice issued by a VAT registered entity (in this case Special Olympics GB's VAT registered trading company SOGB Promotions Ltd) **commercial sponsorships in the name of Special Olympics at any level of the organisation will only be entered into and undertaken by the Special Olympics GB National Office fundraising team.**

**What benefits can I offer a local supporter?** If you have a local company who wishes to support your local club or region the first step is to clarify with them that they are happy for the support to be in the form of a charitable corporate donation/employee or customer fundraising (cash or in-kind) to avoid the commercial VAT requirements.

You can still offer a local company some general benefits such as; thanking them (by name) in any local press releases for their generous support, listing (by name) on your website, offering their employees volunteering opportunities, inviting them to any local games/receptions held in honour of the club/athletes, registering them as honoured guests and inviting them to present medals and you can also register your key supporters with Special Olympics GB to receive official invitations to attend a National Games/World Games, and where appropriate, present medals.

Another way to provide some benefit to commercial companies who support our athletes and teams is by asking them to provide an additional piece of clothing such as a t-shirt, hat or jacket with their logo which can be worn whilst not competing.

**Can I place a local supporter logo on my team kit?** With reference to the overview provided above in respect of HMRC and how it views benefits received by a commercial sponsor, no commercial logos (apart from the maker's mark) should be placed on any Special Olympics club or region marketing or communications collateral including items of kit.

**The Special Olympics General Rules also currently state;** The Special Olympics Official General Rules, Article 1 Section 4.07(b).states "In order to avoid commercial exploitation of people with an intellectual disability, no uniforms or apparel that are worn by Special Olympics GB athletes during any sports competition event or during an opening or closing ceremony of a National/World Games may be emblazoned with commercial names or commercial messages. The only commercial markings that may be displayed on athletes'

uniforms during Games competitions or opening or closing ceremonies are the normal commercial markings of the manufacturer”.

**SOGB National Corporate Partners** As you will be aware, companies support Special Olympics GB nationally and the National Office takes the lead responsibility for managing these relationships. These currently include, Coca-Cola GB, Coca-Cola Enterprises, ABB Ltd, Pentland Brands including Speedo, Paddy Power Betfair and Bank of America Merrill Lynch. There are also a variety of other organisations such as Lions Clubs International (MD105) that give an annual cash donation, pro bono or in-kind to the charity each year and a variety of current ‘warm’ leads that we are following up on an ongoing basis.

We do encourage clubs and regions where possible, to develop relationships with the local offices of these current Special Olympics GB sponsors (and to please keep us in the loop with all local contact.). However please note that no separate approach for funding (unless invited to or advised otherwise) should be made to the company as this may in fact, jeopardise the support we already receive on a national level.

If in doubt about whether a potential company local to you is already involved at a national level, please email [bonnie.clayton@soqb.org.uk](mailto:bonnie.clayton@soqb.org.uk) for further guidance. In some cases, it may be beneficial that an initial approach be made from a national level on behalf of your club/region, perhaps with a letter of introduction from Special Olympics GB. If you would like any letters of support or introduction, we will be very happy to provide these on request.

You may also find that a “local” company will in fact only support national charities or national sponsorships. In which case, please pass contact on to national office for us to follow up, and where possible and appropriate, we will look to include within any application, a local angle and funding request for your club/region.

### **Useful links and information**

Many fundraising organisations have monthly newsletters that can you can subscribe to:

<http://fundraising.co.uk>

[www.civilsociety.co.uk](http://www.civilsociety.co.uk)

[www.thirdsector.co.uk](http://www.thirdsector.co.uk)

There are also many LinkedIN and Yahoo groups worth subscribing to that send out regular fundraising news.