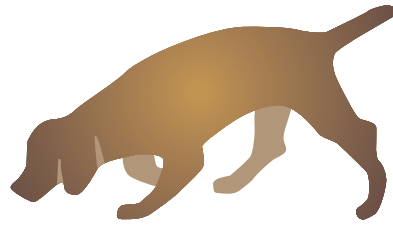


Medical Detection Dogs



Registered Charity No. 1124533

A guide to fundraising in aid of Medical Detection Dogs

April 2012
Communications & Marketing

Introduction

Thank you for your interest in helping to fundraise for Medical Detection Dogs.

Your donation money will be used to help train specialist dogs to detect cancer from urine samples this we hope will allow us in conjunction with Scientists and Doctors produce an 'electronic nose' that will allow for a non invasive, very early cancer detection system and Medical Alert Dogs that support people of all ages who live with a severe life threatening health condition.

For those we help Medical Alert Dogs often prove to be life-changing, with numerous physical, mental and emotional benefits. Apart from anything else, Medical Alert Dogs allow those and their carers who would not otherwise be able to gain independence, confidence and a much better quality of life.

On behalf of us all at Medical Detection Dogs, thank you again for your valued support. Together we can continue to save and change even more lives.

About Medical Detection Dogs

Medical Detection Dogs is a people and dog centred organisation with a unique sense of purpose: that anyone regardless of their life threatening health condition can enjoy a more positive life. We have applied exceptional knowledge and canine training skills to help enable dogs to become a valued member of a family giving those with a severe medical condition life saving support and therefore providing a freedom previously unknown to them.

Having a Medical Alert Dogs often proves to be life-changing, with numerous physical, mental and emotional benefits.

These can include:

- Improved self-esteem and confidence
- Greater independence
- Access to social opportunities
- Increased level of fitness
- Development of new skills and achieving personal goals

One of the key elements that make our charity so successful is the fact that so many of the people involved are volunteers. We have almost 150 volunteers who give up their valuable time, skills and experience to assist our work.

Step by step planning

Once you have decided you want to raise funds for Medical Detection Dogs, follow these steps to make your event a success:

Come up with an idea: you can search the internet for lots of creative suggestions. Remember that the more original your idea, the better it will be. Also consider its feasibility, ask friends what they think and start planning how it might work.

Get organised and stay legal: Make sure you are aware of the regulations and legal considerations involved in staging your event.

Get friends and colleagues involved: Tell as many people as possible about the event and try to get them involved in some way, perhaps to help you run the event or to plan it beforehand. Use as much free advertising as you can e.g. notice boards at work or your facebook page...

Contacts - Think about who you can approach. As well as friends and family, what about colleagues at work? Why not contact your company's suppliers or other local businesses? You could offer to wear their logo on your T-shirt at a cost. Would your local pub/social club or gym host an event for you?

Let our Communications & Marketing Team know: Please complete an Event Registration Form then we can help support you by putting information on our website, facebook, twitter and any appropriate publications

Tell your community

Make posters and put them up in as many places as you can find where a lot of people will see them.

Hand out flyers, keeping the information provided in a simple format.

Ask local businesses to support your cause by donating raffle prizes or gifts in kind. We are happy to compose a letter for you on headed paper for you to approach local shops and restaurants for raffle prizes

Cold mailing to companies and businesses that you have had no previous contact with are time consuming and likely to be disappointing. A detailed sponsorship proposal can often get better results. This is usually a partnership and sponsors will want to know 'whats in it for them' so be prepared with relevant answers.

Compose a press release – we have provided information help you with this (see page 9). Make sure you tell them why it's relevant to the area and if possible add some credibility by getting a local celebrity to provide a quote. Send it in good time to meet any given deadline.

Grab a collection tin and find out if you can spend a day collecting at your local supermarket.

Record the event: On the day, take lots of photos which reflect the mood and feel of the event and write about your success Send all your photos and stories in to us so we can publicise your support and inspire others to do the same.

Please don't forget that you are representing the charity when fundraising, and it is very important to be polite and courteous when approaching members of the public to ask for donations. It is just as important to thank friends and family for their support... you never know when you might fundraise again and need their help!

Please bear in mind...

Remember to thank everyone involved, from the volunteers to those who provided equipment or the venue...

Count your fundraising total and send in to Medical Detection Dogs as soon as possible

Tell us about your success, we love to hear about our supporters and how they have helped us.

Don't give up! – If something doesn't work, don't panic! Not every idea will be successful – try something else.

Remember why you're doing it! – Make sure that people are aware of who you are raising the money for Medical detection Dogs ...

Have fun and enjoy yourself: It's easy to forget to enjoy yourself, there should always be 'fun' in fundraising

Fundraising campaign promotions

All materials that you produce must clearly state: **“Raising funds in aid of Medical Detection Dogs”** This is to ensure that people know you are raising money for Medical Detection Dogs but that you are not a representative of the charity.

Please also state that the registered charity number is 1124533

We are happy for you to use your own fundraising graphic but please ensure it is pre-approved by our Communications and Marketing Team first.

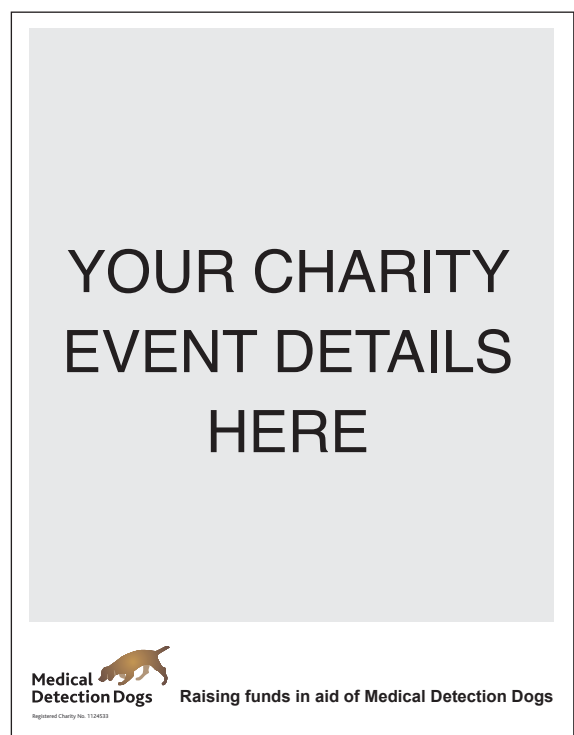
We do have fundraising posters and flyer templates for your use which can be found on our website www.medicaldetectiondogs.org.uk.

- We suggest you set up a separate email address specifically to use with your fundraising campaign.

The use of Medical Detection Dogs charity logo

The use of the Medical Detection Dogs logo is restricted. All the documents and electronic materials we produce give people an impression of the charity, and by having a consistent approach to how we use our logo can strengthen peoples recognition and the impact of our support.

If using the logo on your fundraising material it must be placed on the bottom left hand side with the wording *“Raising funds in aid of Medical Detection Dogs”* see example



Keeping your fundraising safe and legal...

When organising a fundraising event on behalf of Medical Detection Dogs, please bear in mind the following information to ensure that everything is safe and legal. Ensure that your event is properly supervised and that all participants are briefed on the risks, expected behaviour, fitness requirements and any other special requirements before the event takes place.

Risk Assessment

Medical Detection Dogs recommends you conduct a risk assessment to ensure you have proper plans in place for the safety of all participants at your event or activity.

First Aid

Please ensure that there is always a first aid kit available and a trained first aider present. For larger events adequate cover needs to be available such as the St John's Ambulance

Children

Children should be supervised at all times and must not approach strangers for money or donations. If a child is under 16 please make sure you have permission from their parent or guardian.

Donations

It may be easier and safer to collect donations online via a fundraising site such as Justgiving.

Please be careful when choosing who to ask for donations. Remember to always be polite and never forceful.

Insurance

Please make sure you have suitable insurance cover for your event.

Official charity volunteers will be covered by Medical Detection Dogs Insurance for any volunteering activity being carried out on behalf of the charity.

Collections, Licensing and Regulations

This basic information is about whether you need to register or apply for a licence for your event. Please contact your local council if you are unsure.

If you want to carry out a collection in a local supermarket, please gain permission, in writing, from the Store Manager

1. Raffles & lotteries

You do not have to register a raffle or lottery if you are running:

A. An incidental non-commercial lottery

This is a raffle that takes place during the course of an event – eg the tickets are sold and the raffle drawn during a meeting, fête, dinner dance, or party. Tickets can only be sold at the event and the winners must be announced at the event. No more than £100 can be spent on organising costs, and no more than £500 can be spent on prizes. Licensing and Regulations

B. A private lottery

This includes raffles where the sale of tickets is restricted to:

- members of your society (club, group or organisation).
- people who all work on the same premises.
- people who all live on the same premises.

You will need to comply with the following conditions:

- The entire proceeds of the lottery must be used for prizes and the benefit of the organisation, once any organising costs have been deducted.
- You can only advertise the raffle on the society's or club's premises, or the workplace or residential building where the raffle will take place.
- Each ticket must state: the price of the ticket; the name and address of the promoters; who is entitled to buy a ticket; and that tickets are non-transferable once they have been sold.

Registering a Raffle or Lottery

A raffle where tickets are sold to members of the public in advance is called a 'Society Lottery'. If the total proceeds of the raffle or lottery are below £20,000 it is called a 'small society lottery' and you only have to register with the local council. The Charity does hold a current Small Society Licence but please check with your local council. If you are selling tickets worth over £20,000 the lottery will be classed as a 'large society lottery' and you will also have to register with the Gambling Commission.

When your raffle is finished you will need to complete a form showing how much money you collected, and how much you spent on expenses and prizes.

The main conditions for a small society lottery are:

- A member of your committee must be named as the 'promoter' and this must be agreed in writing by the committee.
- Tickets can only be sold to those aged 16 or above.
- Tickets must all be sold for the same amount, but there is no maximum ticket price.
- At least 20% of the proceeds must go to the charity or 'good cause'. This means that up to 80% can be spent on prizes and expenses. There can be no private gain. It is sensible to keep clear records of all money spent, how many tickets individuals took, and all money received so everything can be accounted for.

2. Bingo, & other games of chance

The Gambling Act 2005 states that you do not have to have a licence to play bingo, or run a race night as long as you are playing for 'good causes' or as members of a club.

Bingo for good causes

- this can only take place at events when none of the proceeds are being used for private gain.
- players must be informed of the organisation or 'good cause' that will benefit from the money raised
- you can play either 'prize bingo' or equal chance' bingo.

Prize Bingo

In prize bingo all the prizes are put up in advance and are not dependent on the number of players or amount of money collected. There are no limits on the amount of money you can collect for admission fees or ticket sales, or on the value of prizes paid out.

Equal chance bingo

In equal chance bingo the amount of money paid out in prizes is dependent on how much is collected in admission charges and sale of tickets.

- you can charge each person up to £8 for admission and tickets (check with your local council)
- the total value of prizes must not exceed £600

Race Nights

The regulations for Race Nights are very similar to those for bingo. You can run a Prize Race Night following the guidelines for prize bingo above, or an Equal Chance Race Night following the guidelines for Equal chance bingo above.

Local council entertainment licences

If you are holding a small private event that is not for profit and is not open to the public (for example a film showing in a sheltered housing scheme) you do not need a licence. For events open to the public, premises generally do need to be licensed by the local authority for live or recorded music, dance or sporting events, plays and film or video shows.

If you are hiring a venue to put on an event, check that the venue has a 'Premises Licence' or a 'Club Premises Certificate' issued by the City Council. The licence must cover the activities you are organising, for example, some premises are licensed for music and dancing but not for stage and film shows. Your event will also have to take place in the premises' licensed opening hours.

If you are holding an event at a venue that does not have a 'Premises licence' or a 'Club Premises Certificate' that covers your activities, you will need to serve a 'Temporary Event Notice (TEN)' on the Council and the Police at least 10 days before the event. TENs can cover events that last up to 96 hours and involve no more than 499 people. They cost £21. You can download a Temporary Event Notice Application Form from the Licensing section of your Council website.

If you want to organise an outdoors event, you need to contact the Council to find out if you should apply for a 'Temporary Event Notice'.

Performing or playing copyright material

If you want to perform music or a play written by someone else, or if you want to play recorded music or video, the premises you are using will need a licence. From 1st January 2011 community and voluntary organisations will no longer be exempt from these licences. You therefore need to check that the venue you are using is covered by a Performing Rights Society (PRS) and Phonographic Performance Limited (PPL) licence.

Community halls and youth clubs may be exempt from a charge for playing music at parties and social events. To obtain a copyright licence to screen a film (this includes Single Title Screening Licences), contact Filmbank Distributors (copyright licensing distributor on behalf of all major film studios).

4. Alcohol

You are not allowed to sell alcohol unless you have a licence or a Temporary Event Notice.

If you want to sell alcohol you should firstly check that the venue you are using has a 'Premises Licence' and that there is a named 'supervisor' who holds a 'Personal Licence' to sell alcohol. Alternatively it may have a 'Club Premises Certificate' which includes the sale of alcohol. If it does not have either of these you can serve a 'Temporary Event Notice' on the Council and the Police at least 10 days before the event. (please contact your local council)

The provision of bottles of alcohol as prizes in raffles and tombolas is exempt from the licensing regulations, provided the raffle/lottery fulfills certain conditions (The Licensing Act 2003 [Section 175]).

These are:

- The raffle must be promoted as an incidental event (i.e. it's not the main event) within an 'exempt entertainment' – defined as a bazaar, sale of work, fête, dinner, dance, sporting or athletic event, or other entertainment of a similar character;
- after deduction of expenses the whole proceeds of the entertainment are applied for purposes other than private gain;
- the alcohol is in a sealed container;
- no prize is a money prize;
- tickets are only issued when the entertainment takes place (i.e. tickets are not sold in advance);
- the raffle/lottery is not the main inducement to attend. It is NOT permissible to sell tickets which can then be exchanged for an alcoholic drink, or to ask for a donation in return for alcohol.

5. Events on public land

You have to apply to the council if you want to hold an event on public land. Permission for this needs to be arranged through your local council.

6. Food & drink

You can sell or provide free food and non alcoholic drinks as long as:

- All profits go to the organisation
- You ensure food is prepared in a hygienic manner and complies with the Food Safety Act.

If food is prepared, stored, supplied or sold on a regular basis (that is, once a week or more often) you have to register with the Food Safety Team at your local council at least 28 days in advance.

7. Street collections

You need to apply for a licence for a street collection or to collect money at events and in public places. Contact the Health and Safety Licensing Team at your local council and they will advise what sort of licence you need for your event and send you the relevant forms.

Town centre collections are popular with many organisations, and so the Council takes bookings and will allocate you with a permit for a particular day, time and location in town. This avoids organisations competing with each other. The council advises that you book your street collection well in advance as they get very booked up – particularly for the summer months.

You will need to:

- Usually you will need to apply by 1st January for a collection in a town centre as dates for a whole year are scheduled at the beginning of that year)c
- You will need to complete an application form.
- Have a responsible person as the applicant for the licence - the Council will run a Police Check on this person.
- Seal the collection tins with security labels. (available from Head Office)
- Supply the Council with a 'return of expenses' form within a month of the collection
- Place an advert in the local paper after the collection to let the public know how much money was raised - the paper will usually place an item in the editorial section free of charge. There is no charge for a Street Collection Permit.

8. Street Closures

Street Parties

If you want to have a street party you need to get permission from the Council and apply for a temporary traffic regulation order. There is no charge for this. The first step you need to take is to contact the Council to find out if it is feasible for your road to be closed. Some roads are essential access routes for the emergency services and cannot be closed. If a nearby street is to be closed on the same day, the Council may not allow your street to close as well.

If it is feasible, you then need to find out if the majority of the people who live in the street you want to close are happy for you to do so, and that no one has any strong objections. To do this you will need to take a petition door-to-door and get people to sign their names against their house number. The council's guidance is that it is desirable to get a good majority of residents to sign.

Once you've got your petition signed, and at least 28 days before the date of your street party, contact the Council to apply for permission to close the road. The council officer will then tell you what you need to do to proceed. They will contact the emergency services, bus companies and any other organisation who may need to be aware that your road is going to be closed for a day. You will be supplied with a plan of signs you need to put up to notify road users of the road closure. You will also need to erect barriers to prevent vehicles from entering. The signs and barriers can usually be hired from the local council at a small cost. If they are not available from the council you will have to hire them from a private hire company. You are responsible for placing the barriers and signs as shown on the Council's plans, and for removing them again at the end of the event.

9. Finance

Please make sure you keep accurate financial records of the expenses and income of your event.

Expenses are costs incurred in setting up an event. Please keep a record of all costs claimed against the event, with receipts where possible.

Personal costs incurred in setting up the event for example, advertising, premises hire and telephone calls etc can also be claimed.

You must ensure you claim only for costs incurred and you must not make a profit from them. If you do receive a fee that means you will be treated as a professional fundraiser and you will require written permission and agreement from the charity.

Media and writing a Press Release

Think about which local media you'd like to target for coverage. If unsure please contact Communications on 01243 839306 or claire.akehurst@medicaldetectiondogs.org.uk

Publicity can be really useful to promote your event and get the message out to the people you would like to reach. The media receives all kinds of press releases every day and it is important that you make yours stand out by being creative and inventive and ensuring they receive a story to capture their interest.

A press release is a detailed written announcement that provides all the important information that you want people to know about an event or challenge.

A good press release has these properties:

An introduction, including the five “W”s to make it stand out yet be quick and to the point.

Who? Is taking part

What? Are you doing to raise money

Where? Location or route

Why? What has inspired you to take part or host this event

When? Name the date

- Keep the release to one page if possible, but if not ensure that a continuation marker is attached e.g. page numbering.
- Be clear and concentrate on your key message at all times.
- Let us know if you are going to be interviewed and we will give you some advice and tips for a successful interview and the best possible promotion for your event.
- The contact name and number of the person running the event. Include details of a member of the Communications & Marketing Team as well so they are able to confirm it is an official event plus Medical Detection Dogs web address so they are able to read up on the charity and its work.
- If you need volunteers or any help, write it on the release and state how many people can get involved.
- Get the publication deadline for the story and stick to it.

Follow it up

Once you’ve sent out your press release you should follow it up with a phone call to ensure it has arrived safely. Please keep us informed of any major media interest so that we can support you.

Preparing for a local radio or TV interview

If you are planning on contacting your local radio or TV station, please inform Christina Bowden so that we can ensure you have got all the necessary information. They may also want to interview a Medical Detection Dogs representative. If this is the case please contact us as we can arrange to provide a spokesperson.

National Press

If you intend to approach any national press contacts, please speak to Christina Bowden so we can ensure you’ve got all the information you need and prevent any conflicting approaches to national media.

Take photographs on the day

Local newspapers are much more likely to cover an event if they have a photo to accompany the article, so remember to take as many pictures as possible on the day. To stand a chance of these being published you should take them on the highest resolution setting on your camera. You can also post them on your fundraising webpage.

Remember to ask everyone who appears in your photos to fill in a photo consent form and also to send us copies for our website and fundraising publications.

After the event

Don’t be disappointed if the local media don’t turn up to your event - they are very busy. You can still send out a press release with a picture as soon as possible after the event and they might use this as the basis of an article. Be sure to include final figures for the amount raised and number of participants who took part.

Please let us know how you get on

Contacts

Communications and Marketing:

Telephone 01243 839306

Email: claire.akehurst@medicaldetectiondogs.org.uk

Volunteer Coordinator:

Telephone 01296 655888

Email: pam.jones@medicaldetectiondogs.org.uk

Press and Media enquiries

Christina Bowden:

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Email: Jessica.Ryzman@medicaldetectiondogs.org.uk