



## **Business fundraising promotion in aid of Pump Aid**

Thank you very much for your interest in supporting Pump Aid through a Fundraising Promotion. Before carrying out your planned promotion you need to let us know what you're planning using the **Application to fundraise in aid of Pump Aid in connection with a business**. We'll take a look at your completed form and come back to you with our thoughts. And if we're happy for you to go ahead, we'll send you a letter authorising you to fundraise in aid of Pump Aid in connection with the event or activity you've told us about. You will need to sign a copy of the letter and return it to us and after that, you're ready to go!

### **What sorts of promotions can I apply to carry out?**

- One off sales promotions within one outlet – e.g. at a specific pub, restaurant, shop, sailing club.
- One off fundraising activities– e.g. a quiz, raffle, auction.
- One off fundraising events – e.g. a charity dinner/dance, sporting event

### **Why all the forms and letters?**

If you indicate that you will make a payment to a charity in connection with a promotion, event or activity connected with your business you are then acting as a “commercial participator”. Under laws in England, Wales and Scotland (and forthcoming laws in Ireland), before you carry out this type of promotion you must have entered into a written agreement with the charity setting out certain information.

If we approve your application then your application, together with the **Terms and Conditions for business fundraising promotions in aid of Pump Aid**\*this guidance and the letter we send you agreeing that your promotion can go ahead will, once signed on behalf of your business, form a written agreement. This agreement will not only comply with the legal requirement to have a written agreement, it will also help to protect the interests of you, Pump Aid and the public who purchase your goods, services or tickets, make a donation to Pump Aid through you or take part in your events or promotions in the belief that doing so will benefit Pump Aid.

### **Looking after money raised in aid of Pump Aid**

Anything you raise in aid of Pump Aid belongs to Pump Aid, so make sure you:-

- Collect and store all money raised – particularly cash - safely and securely.
- Keep everything you raise separate from your own money and your general trading receipts.
- Pay everything you've raised to Pump Aid by the dates agreed. Remember - failure to pay all funds raised in aid of Pump Aid to Pump Aid is theft.

Agreeing that a business may use Pump Aid Trade Marks or Images in connection with a promotion by that business is generally treated as a trading activity by Pump Aid. For tax reasons, most trading activities undertaken to raise funds for Pump Aid must be undertaken by Pump Aid's subsidiary company, Pump Aid Trading Ltd. Pump Aid Trading Ltd pays all of its profits to Pump Aid. For this reason, any agreement to carry out your Fundraising Promotion may be granted by Pump Aid Trading Ltd and you may be required to pay the proceeds of your Fundraising Promotion to Pump Aid Trading Ltd. We will let you know whether your payments need to be made direct to Pump Aid or to Pump Aid Trading Ltd.

**VAT** – VAT may be payable on top of the sums which you agree to pay to support Pump Aid. We will let you know if this is the case.



### **Keeping records**

You must keep accurate accounting records (with supporting till receipts, invoices or other records) in respect of your Fundraising Promotion. These records must contain details of how you have calculated the sums due to us and details of each of the following which is relevant to your Fundraising Promotion:-

- If your Fundraising Promotion involves the sale of products or services on the basis that a payment will be made to support Pump Aid for each product or service sold, then the number of products or services sold and your total receipts from sale of those products or services;
- If your Fundraising Promotion involves the sale of tickets for an event on the basis that a payment will be made to Pump Aid for each ticket sold, then the number of tickets printed, number of tickets sold and your total receipts from sale of those tickets;
- If your Fundraising Promotion involves collection of items for recycling on the basis that a payment will be made to Pump Aid for each item recycled with you, then the number of items recycled with you as a result of the promotion;
- Donations to Pump Aid collected by you;
- Any other sums collected by you which you have indicated will be paid to Pump Aid, e.g. entry fee for a quiz night
- Any other sums taken into account in calculating any payment due to us (e.g. any expenses deducted from event proceeds).

### **Fundraising materials**

We can provide pre-designed fundraising materials for you to fill in with your Fundraising Promotion details and use to promote your Fundraising Promotion.

The fundraising materials available to you feature Pump Aid imagery and the Fundraising In Aid of logo. We can provide you electronic versions of the following:

- Poster (A3 and A4 sizes available)
- Flier (DL size)

### **Making clear what benefit Pump Aid will receive**

If you indicate that you will make a payment to a charity in connection with a promotion, event or activity connected with your business you are then acting as a “commercial participator”. Under laws in England, Wales and Scotland (and forthcoming laws in Ireland) whenever you do this, you must make clear just how much money will go to the charity as a result of the promotion.

Bad publicity can be caused by companies making very vague statements or over-stating the benefit that will go to a charity as a result of a particular promotion. The law has recently been tightened up to require that promotional materials are as clear as possible about exactly how much money will go to charity as a result of a promotion. It is in neither your interest nor that of Pump Aid to risk the bad press and other consequences of you making a misleading statement.

The type of statement that you need to make will depend on the type of promotion. The following are some examples of the types of statements that may need to be made.



“This August help us support Pump Aid - we’ll pay ‘X’ p to support Pump Aid for every beverage purchased during August”

“We’ll pay ‘X’ p to support the Pump Aid for every dessert purchased”

When replying to your application form we will indicate the statement that you should make as a minimum. You can of course make a more detailed statement if you wish and should make up your own mind whether the statement is sufficiently detailed to comply with the law.

### **Your responsibilities**

#### Keep it safe

- It’s your responsibility to ensure your fundraising promotion is run safely, particularly if you are running a fundraising event. Pump Aid can’t accept liability for accidents or damage to people or property, even when that activity is run to raise money for Pump Aid.

#### Keep it legal

- Obtain all necessary licences and consents in relation to the conduct of your Fundraising Promotion;
- Comply with all relevant **Institute of Fundraising Codes of Practice**. The codes can be viewed at [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk).
- Only use the pre-designed fundraising materials provided by Pump Aid to support your fundraising promotion
- Seek permission if you wish to use other fundraising materials, particularly if these feature the Pump Aid logo, Pump Aid imagery or Pump Aid trademarks

### **Any other questions?**

Please email [fundraising@pumpaid.org](mailto:fundraising@pumpaid.org) if you have any further queries, alternatively call 020 7922 7999.

Thanks once again for supporting **Pump Aid – Water for Life.**

\*The T&Cs and this ‘Guidance’ document can be found online at [www.pumpaid.org](http://www.pumpaid.org)