



**Headway North Cumbria**

[www.headwaynorthcumbria.org.uk](http://www.headwaynorthcumbria.org.uk)

the brain injury association

## **HEADWAY NORTH CUMBRIA HOW TO FUNDRAISE FOR HEADWAY NORTH CUMBRIA**

### **INTRODUCTION**

1. As a charity Headway North Cumbria needs to generate income to continue to provide services for its members. Fundraising by the branch itself, or a supporter of the branch, is the means by which a majority of this income is generated.

### **AIM OF THE INSTRUCTION**

2. The aim of this instruction is to provide a guidance on fundraising and, in particular, how to set up an online funding page in support of Headway North Cumbria activities.

### **HEADWAY'S FUNDRAISING PROTOCOL**

3. Headway UK recognises that the more than 100 branches and groups need to generate income to support themselves, but acknowledges that it is not helpful if different parts of the Headway family become involved in disputes over fundraising.

4. To avoid conflict Headway UK has published, as one of its key resources for groups and branches, a Fundraising Protocol<sup>1</sup>. The protocol states that groups and branches operate within a specifically defined geographical area and should not fundraise outside their area without consulting the appropriate group or branch. This guidance should be adhered to when planning any fundraising campaign.

### **ONLINE FUNDRAISING PLATFORMS**

5. Online fundraising platforms such as Just Giving ([www.justgiving.com](http://www.justgiving.com)) and Virgin Money Giving (<https://uk.virginmoneygiving.com/giving/>) are now a common method by which charities undertake fundraising or individuals undertake sponsored events in order to generate funds for a particular activity or for their chosen charity. A number of individuals have chosen this route in order to raise funds for Headway North Cumbria.

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<sup>1</sup> This is available through the Headway UK online Resource Centre:  
<https://resourcecentre.headway.org.uk/media/1021/fundraising-protocol-dec-2014.pdf>

## SETTING UP A FUNDRAISING PAGE

6. The method by which a fundraising page is set up will vary from platform to platform but will broadly follow the following process:
  - a. Sign up with the chosen fundraising platform to generate an account.
  - b. Decide which charity you wish to raise money for. Some platforms will allow you to choose a number of charities for each event you take part in and you can decide how the money is split between the charities. Most platforms will ask whether you are fundraising for a registered charity and, if yes, will then offer a list of charities to choose from.
  - c. Personalise your fundraising page with a target, a story, some photos and perhaps, a video.
  - d. Advertise your fundraising page with popular tools such as Twitter, Facebook, WhatsApp and email.
  - e. Any donations will be collected along with any Gift Aid securely online and the money sent to the chosen charity/charities on a regular basis (often weekly).

## CONSIDERATIONS WHEN FUNDRAISING FOR HEADWAY NORTH CUMBRIA

7. If funding for Headway North Cumbria the following should be considered:
  - a. **Let Us Know that You are Fundraising.** Please discuss with the Secretary or Treasurer so that the Committee can be notified that a fundraising activity is being undertaken.
  - b. **Help With Setting Up the Fundraising Page.** Headway North Cumbria can help with the setting up of a webpage, particularly with regards to providing wording about what the charity does and how funds raised will be used. The branch may also be able to provide photos or video if needed.
  - c. **Choosing a Charity.** When choosing a Charity to support please be aware that there may be multiple different Headway groups listed so it is important to choose the right one if you want the funds raised to get to the right place. Headway North Cumbria will NOT appear since, as a branch, we have the same Registered Charity Number as our parent organisation Headway – the brain injury association (Charity Number 1025852). It is important to select the Headway UK Charity account (check the Registered

Charity Number), but it is also important to be clear on your fundraising page that you are collecting specifically for Headway North Cumbria otherwise it will be assumed that you are collecting for Headway in general.<sup>2</sup>

d. **Advertising.** Fundraisers will advertise their activities through their own networks by word of mouth, social media and e-mail. Headway North Cumbria can support this by posting an article to its website ([www.headwaynorthcumbria.org.uk](http://www.headwaynorthcumbria.org.uk)) and/or through Twitter (@HeadwayNCumbria). This will not happen without the fundraisers permission so it will be necessary to discuss with the branch Secretary who is responsible for both the website and the twitter account.

e. **Handling of Donations.** The fundraising platform will collect any donations that are made through the fundraising page and pass them on to the designated Charity on a regular basis (in the case of Virgin Money Giving this is done on a weekly basis). It should be noted that since funds will be being paid to Headway – the brain injury association and not directly to Headway North Cumbria funds will not be received by the branch until Headway release them - this which normally occurs when the fundraising page is closed.

f. **Closure of the Fundraising Page.** Since funds will not be released to the branch until the fundraising is complete it is important to ensure that the fundraising page is closed<sup>3</sup>. This can be initiated by the fundraiser at a time of his/her choosing once satisfied that no further donations will be received or may be initiated by the platform itself after a certain period of time (i.e. for Virgin Money Giving a page will become inactive three months after the fundraising event has passed).

g. **Collection of Donations by Traditional Means.** Some people are uncomfortable with making charitable donations through online platforms and simply prefer to make a cash donation. Headway North Cumbria can support fundraisers with this by providing a sponsorship form for offline donations. A template is attached to this information sheet, which can be tailored to meet the requirements of the individual fundraiser. Offline donations can either be paid directly to Headway North Cumbria or by processing through the fundraising platform.

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<sup>2</sup> The Headway North Cumbria committee will engage with Headway UK regarding the fundraising efforts and ensure that funds are directed to the correct branch.

<sup>3</sup> Once Headway UK is in receipt of the donations it will forward the total funds to the branch. Headway UK will retain 20% of any gift aid recovered to cover administrative costs (Fundraising Protocol)



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### **SPONSORSHIP FORM**

Headway North Cumbria is a dedicated local branch of the national charity Headway – the brain injury association.

Brain injury can have devastating consequences for individuals and their families and can affect every aspect of their lives.

Headway North Cumbria is dedicated to assisting those affected by brain injuries to adjust or return to community living, including access to appropriate accommodation, social outlets, and productive activity. In addition to ongoing support, guidance and information, we also provide a range of services in a friendly and welcoming environment including a Day Centre for all members every Monday, frequent outings and events, informative talks, presentations and activity weekends.

### **PARTICIPANT NAME**

### **ACTIVITY**

### **DATE**



## SPONSORSHIP FORM

Name	Address / Phone	Amount	Paid