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Focus on Fundraising

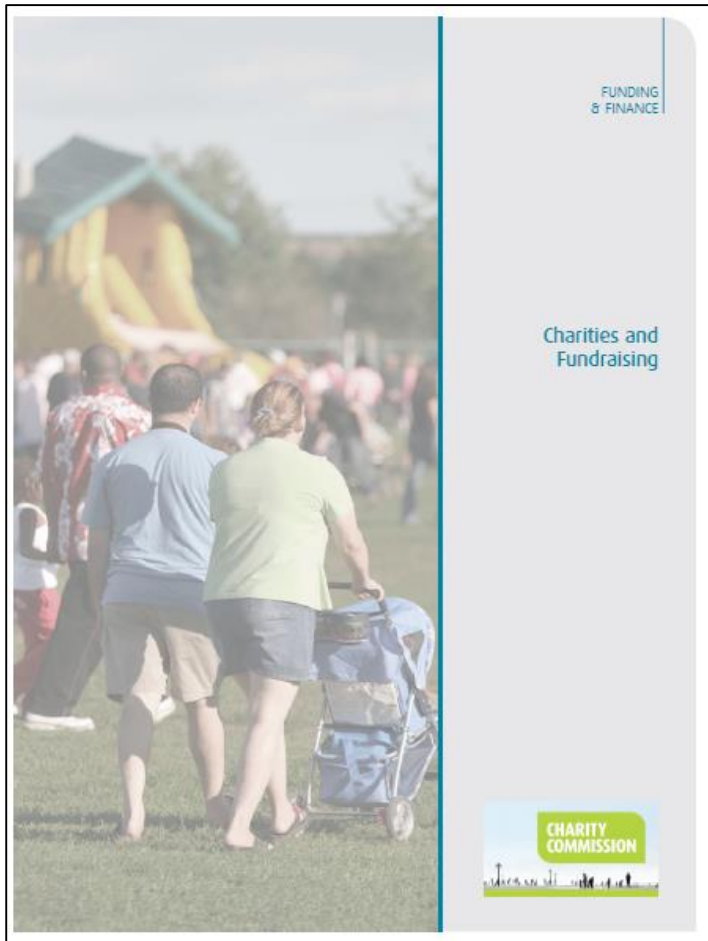


Tim Rutherford, Partner
26 November 2015

Charities and Fundraising

CC20: Charities and Fundraising

“Fundraising is a key source of income for many charities; for some, it is their sole source of income so it is important for the Commission to help charities and their trustees fundraise effectively, efficiently and legally”



Trustees' considerations

What you are fundraising for?

Develop a plan

Risk Assessment

Choose a fundraising method

Fundraising Methods

Public
Collections

Gaming
Activities

Events

Telephone
fundraising

Children

Online
fundraising

Door to
Door
Collections

Broadcasts

Professional
Fundraisers

Commercial
Participators

Legacies

Regulation and Guidance



Charities (Protection & Social Investment) Bill

The Etherington Review:

1. Fundraising Regulator
2. Co-regulatory model
3. Increased trustee responsibility
4. One code of practice
5. IOF & PFRA to merge
6. The “reset” button



Effect of a reset?

Rogare Report:

- Fundraising income levels will reduce by 20% by 2020
- Wipe £2 billion from sector's fundraising income
- 82% felt “opt-in” system would have a significant or very significant negative effect



RNLI expect to lose £36 million over the next five years

Fundraising Tip

