



Fundraising Guidelines

Thank you for choosing to fundraise for Genesis Breast Cancer Prevention. We greatly appreciate your support.

Before you begin to fundraise, we just wanted to set out some basic guidelines, which we hope will help you. These guidelines will also ensure that the charity remains transparent and accountable to its stakeholders.

Genesis Statement

Below is a standard statement about the charity, which can be used to explain who we are and what we aim to achieve:-

“Genesis Breast Cancer Prevention is the only charity in the UK entirely dedicated to the PREDICTION and PREVENTION of breast cancer. A national charity based in Europe’s first purpose built breast cancer prevention centre in Manchester, we support vital medical research.

Currently 1 in 10 women in the UK will develop the disease; Genesis aims to make 1 in 10, none in 10, creating a breast cancer free future for the next generation.”

In support of Genesis

You must remember to clearly state that you are raising money “in support of” or “in aid of” the charity and that you do not represent Genesis Breast Cancer Prevention.

Fundraising Materials

If you require any Genesis literature, please visit the “Download” section of our website, www.genesisuk.org, alternatively you can contact the Genesis Team, who will email or post hard copies.

If you are creating your own fundraising materials (e.g. leaflets, posters, press releases, e-bulletins, websites etc) and wish to incorporate information about Genesis, please read the advice below.

Registered Charity Number

Ensure that your fundraising materials include the following statement:-

“In support of Genesis Breast Cancer Prevention, Registered Charity No: 1109839.” (This can be inserted as a footnote)

Genesis Logo

To use the Genesis logo you will need to contact a member of the Genesis team who will then email you a jpeg/ eps version, along with our brand guidelines.



Do not copy any images from our website unless approved by a member of the Genesis team.

Please remember to email/ post the final draft of your fundraising material to the Genesis Team for approval.



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Written Fundraising Agreement

If you are a business choosing to work with Genesis via product endorsement, selling services or organising an event or promotion and therefore raising funds on our behalf, the law as outlined by The Charity Commission requires you to have a written Fundraising Agreement with the charity.

If you are a member of the public and you are deducting the costs of your fundraising from the amount you donate, you may also be required to have a written agreement.

For more information, please contact the Genesis team.

Event Guidance

- Make sure that your event is safely organised. All activities and those people participating in them are at the organisers' and participants' own risk.
- Genesis does not accept any liability or responsibility for your event or for anyone attending it.
- If your event includes children, ensure they are adequately supervised and ensure that their guardian/ adult have given the relevant permission.
- Make sure that all event participants are briefed fully about the event e.g. appropriate clothing if it is a sporting or outdoor activity, special requirements, appropriate behaviour etc.
- Assess the risks involved, many venues will already have the necessary paperwork, however in some cases you will be required to undertake a risk assessment before the event can go ahead. For more information visit www.hse.gov.uk.
- If your event is open to the public you may require Public Liability Insurance (check with the venue). Similarly if you are hiring equipment or a service insist that they contractor/s provides you with copies of their insurance before signing any contracts.
- Depending on the event it may be necessary to provide security or first aid, so plan ahead, assess your requirements and budget accordingly. Remember safety comes first.
- Check whether you need to apply for any local authority licences e.g.:-
 - If the event is not on licensed premises and you wish to sell alcohol, you will need a licence.
 - You may also require a Public Entertainments Licence if the event venue does not have one and you have booked any entertainment. E.g. live music.
 - If you wish to sell food, please contact the Environmental Health Department at your local council for guidance.
- Genesis Breast Cancer Prevention is unable to underwrite the cost of your event.

Collections

For collection buckets or tins, please contact the office.

If you wish to collect money through a public collection, you will need to apply for the relevant license from the council. The application will also require an official letter of authorisation from Genesis.



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We do not advise you to collect money door-to-door, please remember that your safety comes first.

If you are collecting money on private property, e.g. at a restaurant/ shop or community centre, you will need to obtain permission from the person in charge.

Following your collection you may be asked by the council to complete a form notifying them of the amount raised. Therefore whilst counting the monies collected, we advise you to do so with another person present, who can verify the amount you have raised.

Raffles

Please be aware that there are strict guidelines for lotteries/ raffles. Below is a brief outline of the most common type of raffle, however for further information about all types of lotteries/ raffles and licence guidance, please visit the Gambling Commission's website www.gamblingcommission.gov.uk.

Incidental non-commercial lottery/ raffle

- Does not require a licence
- Tickets must be sold at the event
- The raffle/ lottery must be drawn at the event
- Prizes must not total more than £500, although this does not include donated gifts

Auction and Raffle Prizes

On occasion we do receive or apply for gifts for auctions and raffles; however we do not have a stock of prizes to give away. Whilst we will try and provide you with a prize/s if requested, we cannot guarantee availability.

Sponsorship

Sponsorship Forms – can be downloaded from our website, emailed or posted to you.

Justgiving – a secure and efficient way to collect sponsorship online and it automatically adds Gift Aid. Justgiving allows you to set up your own fundraising page, which can be sent to your family, friends and colleagues and saves you the hassle of collecting their donations. For more information visit <http://www.justgiving.com/genesisappeal/raisemoney>

Mydonate - a new online way to collect sponsorship money. It is very similar to justgiving but is run by BT Plc and is free of charge for the charity. For more information visit <http://www.btplc.com/mydonate>

Cheque Presentations/ Charity Speaker Requests

We are delighted to attend cheque presentations or to speak at events. Whilst we do endeavour to attend as many of these requests as possible, please remember that we are a small team and it is not always viable. Furthermore we cannot guarantee that it will be possible to provide medical experts or patrons of the charity to attend your event, although we will always try to support your efforts in this way if we can.

Donating your Funds to Genesis

All funds raised should be sent to Genesis ASAP. If your fundraising is ongoing, you will need to agree with the charity on the method and frequency of your donations. Expenses must



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not be deducted from the amount raised unless you have prior agreement from Genesis.

You can donate in a variety of ways:-

Cheque	Made payable to "Genesis Breast Cancer Prevention"
Cash	Deliver to the Genesis office or arrange collection with a member of the Genesis team
Bacs	Contact the office for details if you wish to transfer your donation directly to the Genesis bank account
Credit/Debit Card	You can donate by card over the telephone or through our website

However you choose to donate, please ensure you include your full contact details along with information about your fundraising. E.g. Name of the event, a brief description and where possible a photo.

On receipt of your donation we will send an official letter to thank you for your support. You should expect to receive this within 2 weeks of your final donation.

Do not forget about Gift Aid

For every pound you donate, Genesis Breast Cancer Prevention can claim an extra 25p (as long as what you pay in income tax or capital gains tax is at least equal to the amount we will claim in the tax year.)

For example £10.00 can be turned into £12.50. For Genesis to claim Gift Aid, you must complete an official Gift Aid Declaration.

However there are rules...

The following examples do not qualify for Gift Aid:-

- A donation from a company
- A gift with a condition that it buys goods or services from the donor

For more details about Gift Aid and to find out if your donation will qualify, visit http://www.hmrc.gov.uk/charities/gift_aid, alternatively contact the Genesis Team.

Finally, the best advice we can give is to "KEEP THE FUN IN FUNDRAISING" - BECAUSE THAT'S WHEN IT'S ALWAYS THE MOST SUCCESSFUL!

If you have any questions or need advice, do not hesitate to contact the team.

Website: www.genesisuk.org

Email: info@genesisuk.org

Telephone: 0161 291 4400

Address: Genesis Breast Cancer Prevention
The Nightingale Centre & Genesis Prevention Centre
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