

# **Fundraising Policy and Guidelines**

## **Introduction:**

Chiltern Cheetahs recognises that involvement in Cheerleading, Tumble and Dance can present significant (and sometimes unforeseen) costs in the form of competition fees, training kits and travel expenses. The Club endeavours to assist our members in meeting those financial obligations through fundraising activities however when doing so the following policies must be followed. When individual teams seek financial support from outside of the club, this is considered fundraising. Fundraising falls under the purview of the club as the Chiltern Cheetahs name and its logo are used to solicit funds. Fundraising examples include selling items—such as coupon books, candles, or candies. Fundraisers may also include services such as car washes.

This policy is intended to provide managers, fundraisers and supporters with principles and guidelines for raising money from all sources.

## **Purpose:**

The purpose of this “Fundraising Policy and Guidelines” is to ensure that athletes, parent volunteers and coaches understand the Club’s fundraising policies and authorised activities. Chiltern Cheetahs is a Company Limited by Guarantee, and it is vital for the Club to protect this. Any unauthorised fundraising activities could put the Club’s status in jeopardy.

The policy addresses Chiltern Cheetah’s commitment to the Code of Fundraising Practice, as well as outlining the responsibilities of staff, athletes and volunteers involved with fundraising.

## **Policy and procedure:**

Team Fundraising Activities provide an opportunity for teams to raise funds to help offset team costs such as team-specific equipment, travel costs, or competition entry fees not paid for by the Club. The critical distinction with Team Fundraising Activities is that any funds raised must be utilised for equal benefit of all athletes of the team (eg hotel, air or van rental costs for competition travel), and may not benefit any specific athlete or subset of athletes. The Club is not responsible to manage the collection and disbursement of funds raised.

All fundraising activities must be approved by the Programme Director of the company and requests submitted in writing. The fundraising co-ordinator must seek approval with:

1. A short description of the requested fundraising activity;
2. The purpose or need for the fundraising activity (what will the funds be used for);
3. Whether the Chiltern Cheetahs will be used in any way; and
4. Contact information for the team’s fundraising coordinator.

The Team Fundraising Coordinator will keep records of all funds raised and funds disbursed. The Directors shall be given full access to the revenue/expenses of the event. Coordinators of fundraising events will ensure that adequate risk assessments are carried out and provided to the Directors prior to the event taking place.

### **Exclusivity of Fundraising Activities:**

A Chiltern Cheetahs team may not claim “exclusivity” to any particular fundraising activity. For example, if one team is selling travel coffee mugs, a different Chiltern Cheetahs team is not prohibited from also selling the mugs.

### **Code of Fundraising Practice**

All coaches, athletes and parent volunteers carrying out fundraising activity are expected to act in accordance with the Code of Fundraising Practice, see <https://www.fundraisingregulator.org.uk/code>

In particular, we will adhere to the principles of the Code, namely that our fundraising will always be legal, honest, open and respectful.

### **Legal requirements and data protection**

Staff will ensure they comply, in all of their fundraising activities, with the law as it applied to fundraising. This includes the General Data Protection Regulation (see Chiltern Cheetahs data protection policy).

All funds raised will be used for the purpose for which they were raised, and within a reasonable timeframe. We recognise that donors have the right to obtain complete and timely information on how their funds are used and will provide this if requested.

Accurate records of all donations, grant applications and funding bids must be collected and stored by the Fundraising Co-ordinator and a Director.

Personal information provided to Chiltern Cheetahs will be kept confidential and will not be sold, rented, or given to any third parties without consent.

Coaches, athletes and parent volunteers shall not exploit their position for personal gain, they shall accept compensation by salary or set fee only.

Funds will not be accepted from organisations or individuals where the Directors consider there is reasonable evidence to suggest that association with the individual or organisation may lead to disrepute.

### **No Assumption of Liability for Fundraising Activities**

Chiltern Cheetahs will not assume responsibility for any loss, damages, claims or expenses of any kind whatsoever sustained or incurred by any individual resulting from or related to any fundraising activities, whether approved or unapproved.

### **Marketing**

All printed materials used for fundraising must be reviewed and approved by the Director(s) prior to being published to generate funds or promote an event.

Chiltern Cheetahs will not conduct any cold calling or door to door solicitation of the public.

Coaches, athletes and parent volunteers will ensure all publicity and promotional activities are truthful and do not exaggerate.

Positive images will be used to convey fundraising messages. We will not use images that make use of human misery or in any way compromise the dignity of any human being.

## **Sponsorship**

Definition: The payment of a fee or payment in kind by a company or organisation in return for rights to a public association with an activity, item, person, group, or property, that is of mutual business benefit.

All sponsorship will be managed by the directors. While teams are welcome to raise funds from businesses under the fundraising policy, individual teams are not authorised to offer to display our logos on any item without permission from the directors.

## **Distinction between sponsorship and donations**

There are sometimes subtle differences between sponsorship and donations to sport which are of relevance. In order to differentiate, donations are generally accepted as not having to be repaid, do not confer any benefit to the Donor, to their company or its products and services and should not attach conditions, with exceptions of donor recognition, and do not give rise to any obligation (contractual or otherwise) by the recipient to the donor. In order to provide a distinction, it is recommended that the Director are contacted if there is any doubt.

All financial activities are governed by the Chiltern Cheetahs directors. Any requests to raise funds, potential sponsors, or any other questions should be raised to the directors.