



CFR Fundraising Guide

This guide from the South Western Ambulance Charity aims to help SWASFT volunteers fundraising for their Community First Responder Groups.

Fundraising FAQs

Can CFRs Fundraise?

Absolutely! You are actively encouraged to raise funds to enhance the service your CFR Group provides to your local community, or more widely for the Charity. Before you start, please check your purchasing plans and activities are approved by your Community Responder Officer (CRO) and comply with the SWASFT Volunteering Policy.

Where should we keep money for our CFR Group?

All money for CFR Groups is held by the South Western Ambulance Charity. Each CFR Group has its own fund to manage their group income and expenditure. Money donated for your group is ring-fenced for use by your group.

The Charity ensures funds are managed in a transparent, accountable way, meeting all audit requirements. You should not have separate bank accounts.

How can money be deposited into our CFR Group Charity fund?

By BACS transfer to the South Western Ambulance Service Trust Fund (the official name for the South Western Ambulance Charity), quoting 'your CFR group name' at:

Account name: SW AS TF Sort code: 60-70-80 Account: 10003452

Cheques payable to 'SW Ambulance Service Trust Fund' sent to: South Western Ambulance Charity, c/o SWASFT, Abbey Court, Eagle Way, Exeter, EX2 7HY. Mark 'your CFR group name' on the back of the cheque.

Online donations via <https://www.justgiving.com/southwesternambulancecharity>

PLEASE clearly reference which CFR Group fund the Charity should allocate the money to, or email details to charity@swast.nhs.uk. e.g. CFR Penzance or CFR group 123.

How can we collect cash?

Cash handling must be secure, transparent and accountable. If you use your own cash collection receptacle we can send you a poster to attach to it with the Charity's details on.

Branded Charity cash collection devices can be loaned to you with secure seals. Email charitybox@swast.nhs.uk 4+ weeks before your activity asking for a Charity Box Request Form and the Charity Box Management Procedure policy.





How can we accept card donations?

The Charity can send you a QR code for people to scan with a mobile phone to take them to a JustGiving page, where they can pay using a card. Please email charity@swast.nhs.uk for support to get a QR code that meets your needs.

What do I need to know about Gift Aid?

The Charity can claim Gift Aid on eligible donations, adding an extra 25p to every £1 donated. Eligible donations must:

- ✓ Be made by individuals, not groups or companies
- ✓ The donor must be a UK tax-payer
- ✓ The donor should have made a Gift Aid declaration.

Where eligible donations are made by cheque, BACS or cash please give donors a Gift Aid declaration form or ask the Charity to send them one.

Online payments via JustGiving include the processing of any Gift Aid claim.

Is the South Western Ambulance Charity an official registered charity?

Yes. The Charity is registered UK charity no.1049230, founded on 15 August 1995.

As an NHS Charity we do not replace public funding. Charity funds are used to 'go the extra mile' to provide enhancements that help the NHS go further.

Can I apply for a grant or ask for a donation in the name of the charity?

Many grant applications require an applicant to be a constituted non-profit organisation, e.g. a registered charity. We are supportive of you making grant applications or donation requests for your CFR Group in the name of the South Western Ambulance Charity. Please advise us of your intentions so we can oversee and coordinate efforts.

Before you apply, please get the approval of your CRO and contact the Charity.

Can we accept gifts, non-cash donations or sponsorship offers?

To ensure such offers are accepted appropriately email charity@swast.nhs.uk for guidance or ask the potential donor or sponsor to contact the Charity.

How can the Charity help with fundraising activities?

We do love to hear about your plans and will support in any way we can, including sharing our experience. Please contact us at least 4 weeks before any planned event to discuss your needs.

We may be able to provide promotional and fundraising resources. We can send you our Charity logo if you want to get items such as T-shirts printed. Our social media can help to promote or celebrate your activities.

Fundraising Communications

Can I use the Charity brand or logo?

Yes, we're supportive of you using the South Western Ambulance Charity brand and logo for fundraising. Please contact us at charity@swast.nhs.uk to discuss how you want to use it, so we can help you ensure our brand is being used appropriately.

How do I talk about the South Western Ambulance Charity?

The aim of the South Western Ambulance Charity is to 'go the extra mile' for the South Western Ambulance Service staff, volunteers and communities that they serve. We do this in 3 ways by:

- **Supporting our exceptional staff** with their physical health, mental well-being and personal development, by extending access to sources of help and support.
- **Supporting our dedicated volunteers** to respond to time critical and life-threatening emergencies, by providing enhanced kit, equipment, training and resources.
- **Supporting South West communities** to improve cardiac arrest survival rates through training, awareness campaigns and the provision of equipment such as defibrillators.

More information is available at www.swambulancecharity.org and Charity social media, or contact the Charity for further assistance and resources.

How do I talk about my CFR Group's fundraising success?

Many CFR Groups have their own social media accounts and may share fundraising successes, e.g. Thanks to funds from XX, YY CFR Group has been able to ZZ.

Do remember to include tags for SWASFT and the Charity and the donor if appropriate, as well as any relevant hashtags. Make sure you always comply with SWASFT communications guidance.





Fundraising Opportunities

CFR Groups across the South West have been having fundraising successes from similar local activities. A local approach is best, particularly if you have a personal connection. Here are some suggestions that might lead you to fundraising success.

- Rotary and Lions Clubs
- Freemasons
- Community Foundation for your county or area
- Local authority councillors
- Local authorities may have news of local grant opportunities
- Major employers , particularly if there are personal links with CFR volunteers
- Supermarkets e.g. Tesco Community Grants or ask in store for any 'Community Champion', or organise an in-store collection event.
- Set up a JustGiving fundraising page at www.justgiving.com/southwesternambulancecharity

Top Tips

Make a 'wish list' of things that your CFR Group would like to buy and discuss it with your CRO to get items approved, then share it with the Charity for reference. You can still lead the fundraising activities, but if an opportunity becomes available via the Charity we will be in touch.

Take advantage of any opportunities to share fundraising ideas and best practice with other CFR Groups. Find out what has worked for them and tell others about your successes.

Don't be afraid to ask for a donation to support your vital, life-saving work.

Stories of your fundraising successes and how donations have been used to make a difference are very powerful in driving future donations. Please send us stories, pictures and video clips – with all the relevant permissions in place – and we will share the incredible impacts that you are achieving.

Fundraising Checklist

- ✓ Keep in touch with your CRO regarding your fundraising ideas and plans, making sure to get the appropriate authorisation from the Volunteering & Community Services Team.
- ✓ Read and follow the fundraising guidance in the SWASFT Volunteering Policy.
- ✓ Share your CFR Group 'wish list' and fundraising plans with the Charity.
- ✓ Contact the Charity at least 4 weeks before any fundraising activities to agree any support or materials that you may want.
- ✓ Read the Charity Box Management Procedure Policy if you intend to collect cash.
- ✓ Use the South Western Ambulance Charity bank account. Remember to include your CFR Group reference when paying in.
- ✓ Ask about Gift Aid where relevant.
- ✓ Enjoy your fundraising.
- ✓ Celebrate and share your successes.

Keep In Touch

www.swambulancecharity.org

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[@swambulancecharity](https://www.facebook.com/swambulancecharity)   

[@swa_charity](https://twitter.com/swa_charity) 

