

Terms and conditions for organising and undertaking community fundraising activities to raise funds for Dementia UK



We are very grateful to community fundraisers and others organising activities and collecting funds for Dementia UK. Please note that many fundraising activities are regulated for the protection of the public and therefore before you start planning any fundraising activities, please read and comply with the following terms and conditions:

As a fundraiser for Dementia UK you must:

1. ensure that you do not (by act or omission) do anything to bring Dementia UK into disrepute;
2. undertake all fundraising activities at your own risk. Dementia UK is unable to accept any liability for events and other fundraising activities run by individuals and organisations without its consent or involvement;
3. collect and pay Dementia UK all money raised from your fundraising activity within three months of the fundraising activity finishing, and keep clear accounts and records of all amounts collected for Dementia UK and supply these records to Dementia UK within five working days of any request by the charity to do so;
4. in any publicity for the event, only use the full “in aid of Dementia UK” logo provided by Dementia UK. Please get approval for any use of this logo in print or digital form and please email fundraising@dementiauk.org to have this signed off by our brand team in advance;
5. ensure that all materials include the text ‘Registered charity in England & Wales 1039404 and Scotland SC047429’;
6. obtain prior approval from Dementia UK before approaching any companies, press or celebrities to support your event;
7. comply at all times with all applicable laws and regulations relating to the planned activities and familiarise yourself with the advice and guidance available on the Fundraising Regulator’s website (<https://www.fundraisingregulator.org.uk/>) and comply with the Code of Fundraising Practice;
8. not enter, without the prior written approval of Dementia UK, any arrangement where representations are to be made to the public that Dementia UK will benefit from donations connected to the sale of goods or services. These arrangements are regulated under the Charitable Institutions (Fund-raising) Regulations 1994 (as amended). These arrangements must only be entered into in accordance with the signing of a commercial participator agreement with Dementia UK;
9. not raise funds for a restricted purpose without first receiving written authority from Dementia UK to do so;
10. not engage the services of a third party professional fundraising organisation without the prior written consent of Dementia UK. These arrangements must only be entered into in accordance with the signing of professional fundraising agreement with Dementia UK;
11. comply at all times with all applicable data protection laws including the General Data Protection Regulation (EU) 2016/679 (“GDPR”), read in conjunction with and subject to the Data Protection Act 2018, and the Privacy and Electronic Communications (EC Directive) Regulations 2003 in each case as amended, re-enacted or replaced from time to time;

12. refrain from applying undue pressure on members of the public to give money or other property for the benefit of Dementia UK;
 13. Protect the public from unreasonable intrusion on a person's privacy and in particular refrain from: (1) acting aggressively, (2) exploiting any vulnerable circumstances of a donor or potential donor, and (3) continuing a conversation when a person does not wish to be engaged;
 14. if using collection tins, read Dementia UK guidelines regarding where a static tin is being placed and sign the agreement at www.dementiauk.org/collections;
 15. not carry out house-to-house collections;
 16. read Dementia UK's guidelines relating to street / public collections and ensure you obtain a collector's licence from the appropriate local authority before collecting in any public place;
 17. obtain prior permission from the owners of any private property (this includes shops, cafés, pubs etc.) before collecting;
 18. not hold a raffle outside of an event or over more than one day without obtaining a licence from your local authority;
 19. not resell or offer for auction Dementia UK merchandise without Dementia UK's permission;
 20. make sure your event, and any third parties involved, are fully insured and do not take unnecessary personal risks. Fundraising events shall not be covered by Dementia UK's insurance policies unless the event has been arranged directly by Dementia UK;
 21. not sell alcohol or provide licensable activities from a particular venue without having a premises licence see <https://www.gov.uk/premises-licence> for further information;
 22. ensure any events involving food meet Food Safety Standards <https://www.food.gov.uk/>;
 23. not get involved with any events or activities which involve:
 - 23.1. An association with companies linked to the manufacture or sale of tobacco, or to boxing;
 - 23.2. The excessive consumption of alcohol e.g. a pub crawl; or
 - 23.3. The manufacture, sale or promotion of any product or service linked to dementia, memory loss or related symptoms;
- These are in contradiction of Dementia UK's aims and objectives and could put the charity into disrepute;
24. only use Dementia UK branded fundraising materials (in print or electronic form) for your activities;
 25. return any unused fundraising materials that you do not require to Dementia UK;
 26. inform Dementia UK at the earliest possible opportunity if you have to cancel or postpone your event; and 27. inform Dementia UK's fundraising team at the earliest possible opportunity of any bad press or adverse incident or adverse response relating to any fundraising event you have held or are organising where the name of Dementia UK may be associated with the event or activity.

Please note:

All funds raised from your event will support the work of Dementia UK, registered charity number England & Wales 1039404 and Scotland SCo47429.

Dementia UK cannot take responsibility for any losses made through your event or liability arising from your event.

Dementia UK may terminate your right to raise funds using the charity's name and logo at any time.

If you have any questions, please contact the community and events team on:

fundraising@dementiauk.org