



STREET COLLECTIONS

Why doing a collection may be a good fundraiser for you and your group:

- Good visibility for Amnesty International UK and your group
- Some Amnesty street collections have raised over £1000
- You don't need to find a venue for street collection
- It's a great way for people to take the first step into volunteering
- We provide all the materials you need



UCL Student Group Collecting at a tube station

Types of collection:

- Public collections (any collection on public land – streets, town centres etc...)
- Collection on private land (these may be areas where the public go, but the land is privately owned e.g. outside a supermarket or a train station, or leaving a collecting tin in a shop/office)

Permission

Collectors in public places require permission from the local authority. You will need to send your application in plenty of time, and no less than 30 days before the intended collection.

You will need to decide whether or not you want to collect funds for the Amnesty International UK Charitable Trust or the Amnesty International United Kingdom Section before applying for a collection permit. Many local authorities will only allow you to collect funds for a registered charity, in which case you will need to collect funds for the Charitable Trust. All money raised for the Charitable Trust must be sent directly to Amnesty International UK. If your local council allows it and you want to use some of the money raised for your group's campaigning activities, you will need to collect funds for the Amnesty

Amnesty International UK Section Charitable Trust is a charity registered in England and Wales (no. 1051681), in Scotland (no. SCO39534) and a registered company (company number: 03139939)

Amnesty International United Kingdom Section is a company limited by guarantee registered in England no. 01735872



International UK Section. For more info. on this, see the Local Group Fundraising Guidelines – due to be published soon.

Below are the details you'll need to apply for collections to the Amnesty International UK Trust or Section:

- **Charity details:** Amnesty International (UK Section) Charitable Trust - Charity registered in England and Wales: no. 1051681.
- Charity registered in Scotland: no. SC039534
- **Section details:** Amnesty International United Kingdom Section. Company number: 01735872.

If collections are taking place on private land permission needs to be sought from the owner or the individual who is responsible for the premises. For example, if you are planning to do a collection outside a Supermarket write to the manager or the central office. For collections in and around train stations, you'll need to apply to the company that runs that station – check their website for info. on how to apply.

Collection tins and buckets

It is important that you have secure collection buckets and tins clearly branded with Amnesty labels. We can provide you with collecting buckets and tins, wraparound bucket/tin labels, collection bucket/tin seals and collector ID cards to wear when you collect.

All collecting boxes should be numbered consecutively and must be securely closed and sealed in such a way as to prevent them being opened without the seal being broken.

After the collection you must count the contents of each bucket in the presence of another collector and make a note of the box number, the name of the collector and the amount collected in that box.

Collection Guidelines

Remember to check the conditions of the licence from your local authority as they may have additional stipulations, which will most likely include the following:

- Remain stationary
- Stand at least 25 metres apart, but for safety stay within visual field of each other
- No collector shall be under 16 years of age (unless the collection is in connection with a procession, then 14, as long as they are accompanied by a responsible adult)
- No collector shall obstruct public walkways or cause unwarranted annoyance or inconvenience to anyone – this often means no 'tin rattling'!



- Collectors must wear badges identifying themselves as collectors and who they're collecting for – we can provide these.

The licencing authority will require you to report the results of your collection within a set amount of time – usually a month. Make sure you report results to them in good time or they might not grant you permission to collect in future. Depending on the council you may also be required to send additional details, for instance a beneficiary's receipt from Amnesty International UK indicating that we have received your money.

Additional

Please do not put pressure on people to donate or act in a manner that would be damaging to Amnesty International UK's reputation. People may try and engage in arguments with you if they do not agree with Amnesty International UK's position with regards to certain campaigns, we suggest you politely disagree and if they are still trying to engage you in conversation, recommend they contact Amnesty International UK directly through our website.

Top Tips

We consulted local groups who have organised successful street collections to ask them for their tips. Here's what they told us:

- Avoid early-November as you will be competing with the British Legion. Bank holidays work best for public donations, but it's harder to find volunteers on these days.
- Try and limit collection time to 2 hours for each collector as it can be quite tiring and you don't want to put people off volunteering.
- Some groups find that collections work better with a number of volunteers working over a few hours rather than spreading them out over the whole day.
- Volunteers should be enthusiastic about what they are doing – passers-by are unlikely to donate to a collector who looks as though they would rather be somewhere else.
- Location, location, location! Think about areas where people shopping have change on them such as book shops, coffee shops etc...
- Colwyn Bay and Orkney Amnesty Groups have had success setting up cages and taking it in turns to sit in it during collections. It is mostly children that are curious, but it is something slightly more eye-catching.
- Numbers on the street! Try to have at least 6 people collecting at the same time. If people are still grabbing their pockets for a coin having passed one collector or two, they most likely will give to a third. It is also useful if you can try to get their attention before they approach you as you give them time to get money etc. A simple 'hello' could work!



- Always try and recruit new volunteers to take part in your collection. Contact local community groups or a volunteer centre to help with this.
- Bring a dog or adopt an animal for the day! Passers-by, and children in particular, are more likely to approach the collector. However, check local guidelines as some councils only allow guide dogs.
- If your local authority will allow it, arrange some live music or entertainment at your collection. In the past, groups have used buskers, poets and even magicians to attract support.

Community Fundraising Team Contact Details

Email: fundraise@amnesty.org.uk

Phone: 020 033 1650

If you're organising a street collection, get in touch and we'll be able to offer support and materials (see overleaf for details.) Please also get in touch to tell us about your street collection once it's over. We love to hear how fundraising events have gone and it's always useful to have tips to pass on to other groups planning collections.

Materials available

The materials you will need will depend on whether or not you're collecting funds for the Amnesty International UK Trust or Section. If you're unsure what materials you need, get in touch with the Community Fundraising Team and we'll be happy to advise.

See below for a list of collection materials available:

- CFR236: Collection bucket (this come with labels attached that must be removed before use and replace with one of two labels below)
- CFR240: Collection bucket label (trust)
- CFR241: Collection bucket label (section)
- CFR133: Collection tin
- CFR242: Collection tin label (trust)
- CFR243: Collection tin label (section)
- CFR244: Collection bucket seal
- CFR247: Collection tin seal
- CFR060: Collection lapel stickers

To order materials, you can contact our mailing house MDA directly on 01788 545 553 or you can contact the Community Fundraising team by emailing fundraise@amnesty.org.uk or calling 0207 0133 1650.