

# AMNESTY INTERNATIONAL UK

## LOCAL GROUP

# FUNDRAISING GUIDELINES

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PLEASE READ AND RETAIN FOR REFERENCE

## MAKING HUMAN RIGHTS WORK HAPPEN

As a movement, we depend on the financial support of individuals and groups. Local groups donate around £150,000 a year to Amnesty International UK and also raise funds to sustain campaigning and fundraising activities in their own communities. Activities that local groups organise to raise this impressive figure include: coffee mornings and tea parties, street collections, live music events, sponsored challenge events and more. It is the hard work and dedication of volunteer fundraisers that makes our human rights work possible, at a local, national and global level.

These guidelines have been produced by our Community Fundraising staff team. We want to do everything we can to support your group's fundraising efforts and make them a success. And we will help you to ensure that your fundraising complies with the relevant legislation and regulation, and Amnesty International UK's Fundraising Policy. If you have any comments or suggestions to help us to do this better, please get in touch. Email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) or call us on 07827 694313.

## OUR LEGAL STRUCTURE: [SECTION](#) AND [TRUST](#)

Amnesty International UK is part of the global Amnesty International movement which has offices all over the world. Amnesty International UK is composed of two distinct but related legal entities. These are:

1. **Amnesty International United Kingdom Section** (company number: 01735872). This is referred to in this document as [Section](#). *The [Section](#) is responsible for the bulk of our campaigning and advocacy work in the UK. Our local and student groups are affiliated to the [Section](#).*
2. **Amnesty International UK Section Charitable Trust**, registered as a charity in England and Wales (no 1051681) and in Scotland (no SC039534) and registered as a company (no 03139939). This is referred to in this document as [Trust](#). *The [Trust](#) funds our UK and global human rights work. As it is a charity, funds raised for the [Trust](#) may only be spent on human rights work that the Charity Commission regards as charitable, under UK law.*

Both legal entities adhere to our Fundraising Policy (see right). It is important for our groups to know that funds should be raised on behalf of the [Section](#) or the [Trust](#) as appropriate – and paid into the correct bank account.

■ See page 3: Where does the money go: [Section](#) or [Trust](#)?

## OUR FUNDRAISING POLICY

Our new fundraising policy was adopted in April 2017 and both [Section](#) and [Trust](#) adhere to this policy. You can read it on our website.

The policy reflects our commitment to abide by the Fundraising Regulator's Code of Fundraising Practice and relevant UK legislation and regulations, as well as six key principles, laid out in our Supporter Charter:

- Our fundraising respects and protects our independence, impartiality and our mission.
- We fundraise with integrity.
- We work in partnership with those who support us.
- We value and respect our supporters.
- We fundraise with courage.
- We are transparent in our fundraising and use of funds.

The [Trust](#) is registered with the independent Fundraising Regulator. As the [Section](#) is not a charity, it is currently not entitled to register. However, both entities of Amnesty International UK abide by the Fundraising Regulator's Code of Fundraising Practice.

### Does Amnesty International UK's fundraising policy apply to local groups?

Yes. Local groups are the face of Amnesty International, representing the movement in communities across the UK. It is important that all groups follow legal and ethical guidelines when fundraising. We encourage all groups to familiarise themselves with our fundraising policy and follow its principles. Groups must abide by all relevant legislation and regulation when planning and carrying out fundraising activities, including the Code of Fundraising Practice. This guide is designed to help you do that.

#### ■ Find out more

Our promise to donors and our fundraising policy  
[amnesty.org.uk/supporter-promise](https://amnesty.org.uk/supporter-promise)  
Fundraising Regulator's Code of Fundraising Practice  
[fundraisingregulator.org.uk](https://fundraisingregulator.org.uk)

## LOCAL GROUP FUNDRAISING: YOUR OBLIGATIONS AND RESPONSIBILITIES

Groups have an obligation to raise funds safely, legally and in accordance with Amnesty International UK's fundraising policy. Here are some important things you should think about when fundraising for Amnesty International UK.

**Protecting data:** when handling personal details, you must comply with data protection legislation. Read our data protection guide for groups: [www.amnesty.org.uk/dpgroups](http://www.amnesty.org.uk/dpgroups)

**Children and young people:** Amnesty International UK doesn't solicit donations directly from under-18s, but groups may organise child-friendly fundraising events. If you expect young people to attend your event, include this in your risk assessment. For further advice on working with young people, please contact the Community Fundraising team.

**Protecting people:** people will not typically identify themselves as vulnerable, nor should they be asked if they consider themselves to be so. However, if a member of the public tells you something about their health or other circumstances that indicates they may be vulnerable, exercise caution when asking for funds. Everyone should have the opportunity to donate or take part in a fundraising event, as long as they are able to make an informed and considered decision to do so. No-one should be denied the chance to give based on a discriminatory judgement. But you should take measures to protect people in vulnerable circumstances from harm or exploitation.

**Protecting our independence and reputation:** Amnesty International is impartial and independent of any government, political ideology, company or religious belief – and our fundraising activity must respect and protect that. We accept donations from a range of organisations – including trusts, foundations, companies, commercial organisations and unions – only if this benefits our human rights work without compromising our reputation and independence. We accept donations from governments only for projects to educate people about their human rights. We will not ask for, or accept, gifts from individuals, governments or organisations that might use their relationship with us to deflect criticism from their own involvement in human rights abuses.

Groups' fundraising activities should focus on members of the public. Any group wishing to approach a trust, foundation or company for a donation or gift-in-kind or to accept a large donation from an individual should first contact the Community Fundraising team. We will then check whether our fundraisers are already in contact with those organisations or individuals. We may also need to carry out a 'due diligence' process on behalf of your group to determine if such a contribution would be appropriate. Please contact the Community Fundraising team for advice: 07827 694313 or [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

**Fundraising for and with other organisations:** Funds raised by groups make up an important part of how we fund our human rights work, and how your group funds its own activities. We encourage local groups to raise money for Amnesty International UK whenever they can. (See 'Where does the money go: [Section](#) or [Trust?](#)')

You must not donate to other organisations from a group's general funds if this money has been raised in the name of Amnesty International UK (whether [Section](#) or [Trust](#) or for your Amnesty group). No Amnesty International branding can be used on promotional materials, collection buckets or other fundraising materials if funds raised are to go solely to other organisations.

Where proceeds from fundraising events are being split between Amnesty International UK and another organisation, you must make this clear in all promotional materials and communications for the event. The proportions of the split (eg 50/50) must be made clear, as should the name and registration details of the other organisation. Failure to do this could be classed by the Fundraising Regulator as 'misleading the public'.

Always look into any organisation you work with to ensure their values fully align with those of Amnesty International. If they are a charity, check that they are registered with the Charity Commission. Think about all possible risks in partnering with other organisations on fundraising projects.

If you have any concerns about any of your fundraising practices, email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) or call the Community Fundraising team on 07827 694313.

### ■ Find out more

Amnesty International UK Data Protection Groups Guidelines: [amnesty.org.uk/dpgroups](http://amnesty.org.uk/dpgroups)



## WHERE DOES THE MONEY GO: SECTION OR TRUST?

You must make it clear which entity you are fundraising for on any associated materials or communications, and use the correct registration details on all such materials. This is a legal requirement and if you fail to abide by it, your group and / or Amnesty International UK may be regarded by the Fundraising Regulator as 'misleading the public'. We can provide all the materials you need to enable you to raise funds for either the Section or the Trust. All funds raised in the name of the Trust must be sent directly to Amnesty International UK in its entirety.

**Amnesty International United Kingdom Section** is responsible for the bulk of our campaigning and advocacy work in the UK. It may carry out human rights work that is not deemed charitable under UK law. Local groups are affiliated with the Section.

**Amnesty International UK Section Charitable Trust** funds UK and global human rights work carried out by Amnesty International. As it is a charity, funds raised for and by the Trust may only be spent on human rights work that the Charity Commission regards as charitable, as defined in UK law.

**As a default, groups should raise funds for the Section, unless the type of activity requires charitable status. (See 'Which funds must go to the Trust?').**

### Which funds must go to the Section?

Local group affiliation fees (£72 per year in 2018) are payable to the Section because they are membership fees and membership entitles groups (and individuals) to vote at the Amnesty International United Kingdom Section AGM. Membership fees are not considered charitable donations.

Donations may also be made to the Section and this should be the default entity that groups raise money for.

### Which funds must go to the Trust?

Proceeds from certain fundraising activities must be solicited by and given to the Trust for legal reasons. For example, if you are organising a fundraising activity that requires a permit from your local council confirming Amnesty International UK's charitable status, this money must be raised for and given to the Trust. This will apply to most street collections and for any fundraising that invites people to sign a Gift Aid declaration – sponsorship for a sporting or other challenge for example. Only registered charities can claim Gift Aid.

■ If you are not sure whether your fundraising activity should be directed towards Section or Trust, please contact the Community Fundraising team for advice: 07827 694313 or [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk).

## HOW TO PAY IN THE FUNDS RAISED

You can send the funds you raised for Amnesty International UK as a cheque or by BACS – remember, Section and Trust have different bank accounts.

Please tell us which entity the funds are for when you send in your contribution – this must be the entity on the fundraising materials and communications you used. If the entity (Section or Trust) is not made clear on any cheque or other payment form, the contribution will be paid to the Section account by default.

It is not possible to make one BACS payment or send one cheque for contributions to both Section and Trust because, as separate entities, they hold separate bank accounts.

When sending donations via BACS, please include the reference 'CFR' and email the Community Fundraising team ([fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)) letting them know you have made a payment. This helps us identify the payment, process it correctly and send a thank-you letter or receipt to your group.

## BANK ACCOUNT DETAILS

### ► Amnesty International UK Section Charitable Trust account details

Sort code 30-65-41

Account no. 38867868

Cheques payable to

Amnesty International UK Charitable Trust

### ► Amnesty International United Kingdom Section account details

Sort code 30-65-41

Account no. 38862568

Cheques payable to Amnesty International UK Section

Raising funds is a great way to engage the public in supporting human rights and can raise the profile of your group and of Amnesty International in your community as well as being a lot of fun. We encourage your group to get involved in fundraising and our Community Fundraising team are here to support and advise – call **07827 694313** or email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

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