



Guide Dogs Handbook for Fundraising Groups Supporter Groups and Individual Fundraisers

Guide Dogs Handbook

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Welcome to the Handbook

Guide Dogs Fundraising Groups, Supporter Groups, and Individual Fundraisers, play a vital role in raising much-needed funds and raising awareness of the charity within local communities.

To help you with your work, we have put together this handbook. It contains information that you will need to run your group fundraising activities. It covers the wide range of activities our fundraisers do to help raise money for Guide Dogs. You/your group may only want to do a few of these activities and some of you might use the ideas as inspiration to try out new things. Whatever you do is greatly appreciated.

Under each subject heading you will find a summary of that subject with a note on where to get more information. Most will have a web-link as we strive to become less reliant on paper, minimising costs.

If no-one in your group has access to the internet, then please contact Community Fundraising Supporter Care or your Community Fundraising Relationship Manager (CFRM) for a hard copy.

This Handbook should be your first port of call for answers or guidance on Guide Dogs' procedures, the law relevant to charities and general fundraising information.

If you can't find the answer to a question within the Handbook, these additional documents or the [Volunteer Information Point \(VIP\)](#) please contact Community Fundraising Supporter Care or your CFRM.

We would encourage you to share ideas and successes with your neighbouring volunteer groups.

We will send Handbook updates as and when information changes.

SECTION 1: Our Fundraising Group Family and Activities

Introduction

Guide Dogs is happy to work with a wide range of groups and individuals in a way that best suits the types and levels of activities the fundraiser/s wish to undertake. All supporters are part of Guide Dogs - they do not have separate legal status.

In order for us to meet the needs of Charity Law, a Fundraising Group must have a Coordinator (also known as an Organiser) plus a Treasurer.

A Supporter Group and Individual Fundraiser must have a Key Lead/Coordinator and be linked to a Fundraising Group. The Treasurer from the Fundraising Group will also act as Treasurer for the Supporter Group or Individual Fundraiser. Supporter Groups and Individual Fundraisers will be referred to in this Handbook as 'Groups'.

Group fundraising is one of the key activities of Community Fundraising and there are a variety of ways you can fundraise for Guide Dogs.

Many of our Groups will have a programme of activities throughout the year that covers street and supermarket collections; placing, emptying, and banking floor and counter-top collection boxes; attending fêtes and gala days and selling Guide Dogs merchandise. This helps us to celebrate our annual Guide Dogs Appeal during October each year. Other groups might choose to organise social activities such as the Guide Dogs Tea Party, Dine in the Dark experience, or sponsored events. It really all depends on the skills, interests, and available time of the members of your group. It must be noted that when you are planning your activities with venues that you ensure there are no clashes with Charity Link before confirming dates.

This section of the Handbook covers the key things you need to know when setting up your Group and you will also be able to get advice and support from your Community Fundraising Relationship Manager (CFRM).

Group Establishment Document

The Group Establishment document formalises the fundraising or supporter group and sets out the relationship with Guide Dogs and responsibilities for that group. This document has replaced the Group Agreement Form.

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All groups will be sent a Group Establishment document. This will be emailed to group coordinators. If your group has vacancies for coordinators or treasurers, then this will be sent out by the CFRM when they are filled.

Key Volunteers Within Groups

Full role descriptions are available from your Community Fundraising Supporter Care Team or on the [Guide Dogs website](#).

Coordinator (also known as Organiser)

Coordinating your group (or you as an individual) as a positive ambassador for Guide Dogs to raise money through events or other activities. This includes delegating tasks, creating strong links with organisations, businesses, and individuals in your community, keeping the local CFRM informed of your activity and making sure policy and procedures are followed.

Secretary

Providing administrative support to the group. This includes keeping up-to-date volunteer lists (in line with GDPR), emailing meeting notes and information sent from the CFRM to others in your group and sending out thank you letters.

Treasurer

Keeping accurate income and expenditure records of the group's activities and managing the float account (where applicable). Ensuring all records are available to any member of Guide Dogs staff and group volunteers and to complete an end of year audit.

Merchandise Coordinator

Responsible for ordering and looking after Guide Dogs merchandise to sell at the Group's activities. This includes checking and pricing the items, banking income, and carrying out an annual stock-take.

Collection Box Coordinator

Identifying and placing countertop and floor boxes in suitable locations and emptying the boxes when needed. This also involves banking the income through the paying-in book provided and keeping a record of the locations of all collecting boxes.

Fundraiser

Promoting Guide Dogs and taking part in a variety of group activities, to raise funds for Guide Dogs.

Speakers

Speakers can be part of, or independent to, a group. We encourage groups to work with local speakers, as this builds good relationships for the future. The speaker's role is to raise awareness of Guide Dogs in their community by visiting local groups and organisations to share their personal story. Although there is no charge for this service, we do encourage donations.

Speakers are provided with training and all the relevant information they need to support their talks.

Occasional Volunteers

Occasional Volunteers can complete up to four activities within a rolling 12-month period. An 'activity' is defined as one instance of volunteering to last no more than one day.

After 12 months, the occasional volunteer can complete another occasional volunteer form and remain involved with Guide Dogs. This form can be renewed annually as many times as required, although for those wanting to be involved with Guide Dogs on a long-term basis, we would encourage them to register as a volunteer. The form must be completed and there are some roles that are not suitable as an occasional volunteer, your CFRM will be able to provide more information.

Occasional Volunteer forms are available from Community Fundraising Supporter Care and completed forms must be sent to the Volunteering Office for insurance purposes.

Guide Dog Behaviours

At Guide Dogs all staff and volunteers are committed to following our behaviours which capture the essence of what it is to be Guide Dogs PEOPLE. These behaviours are both new and yet rooted in our heritage: they reflect how we are, but also how we aspire to be. They are shared and individual. More information can be found on [The Guide Dog volunteer resources handbook section](#).**Group Development**

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As a charity, we need to raise more money to be able to increase our services for people with sight loss.

We constantly evaluate income and activity levels to identify areas of development so that we can ensure we make the most of every opportunity available. This involves working closely with our local Groups and may include opening additional Fundraising Groups, Supporter Groups, recruiting Individual Fundraisers and rejuvenating existing Groups.

Good working relationships between Groups are important and Inter-Group meetings are key to achieving this - allowing for effective communication, sharing of ideas, successes, concerns, and support.

Recruiting Volunteers

Every time your Group represents Guide Dogs in the community, it is an opportunity for your group to grow.

Ideas for Attracting New Volunteers

- Encourage your existing volunteers to bring along a friend or family member to help at one of your events, giving them a taster of how much fun it can be! (Don't forget to ask them to complete an Occasional Volunteer form before they get started.)
- A list of available fundraising roles in your area can be found at the [Guide Dogs website](#) or are available from our Community Fundraising Supporter Care team.
- Join local groups on Facebook (for hints and tips speak to your CFRM).
- Discuss with CFRM about we can promote your group's activities via local press.
- 'How Can You Help' forms are available from Community Fundraising Supporter Care, which people can complete and return for more information. Please take to each event.
- Always have a supply of your contact cards, these are available from Community Fundraising Supporter Care.
- Holding a variety of group activities will appeal to a wider audience, some people would prefer to get involved in a social event whereas others may prefer helping for an hour at a collection. Our Donate an Hour activity could be recommended in this case.

Application Process

Volunteers are required to apply online for vacancies within their local area. These will vary depending on the local need, and what the manager decides is a reasonable radius for the role. All volunteers can view current vacancies and apply on the [volunteering pages of our website](#). All volunteers will be interviewed and trained for the role they undertake before they get started. For volunteer opportunities and application enquiries please contact the Volunteering Office on 0345 143 0191, email Volunteer@guidedogs.org.uk,

Retaining Volunteers

Everyone has different commitments, interests, and skills that they can bring to the Group. Managing this effectively helps retain your supporters.

A few key areas to consider:

- Have every member of the Group identify their preferred method of communication e.g. phone, text, email, or post.
- Ask what their preferred activity is to support and how often they are available e.g. some may prefer shows and fairs, some collections etc.
- Ask whether they are happy to attend meetings or just be kept informed of events via post / email / social media etc.
- Keep communications friendly, informative, and regular.
- Make the most of the skills and interests available e.g. if someone is good at writing letters, perhaps they can support with admin needs.

Volunteer Award and Recognition

Each June, during Volunteers Week our regional Volunteer awards take place. Where volunteers are recognised for outstanding achievements in the following categories: Person Centred, Expert, Optimistic, Partner, Lead by Example and Engage. Nominations open in March.

Throughout the year you can nominate a staff member or volunteer for a ‘Pat on the Back’. You can find more information on our [award and recognition page of our website](#) or by speaking to your CFRM.

Long service Awards

Long Service Awards recognise any person who has volunteered for Guide Dogs over a set period of time. Volunteers will receive a certificate and pin badge at the following milestones: 1 year, 5 years, 10 years, 15 years, 20 years, 25 and 30 years.

A volunteer's start date is logged on our data base and this is how we calculate their volunteering years therefore if you believe this to be incorrect, please contact your Volunteer Manager as we want to ensure all our volunteers receive the correct certificate and pin badge.

Volunteer Identification

Wear Your ID Card with Pride

During the application process to become a volunteer you will have submitted a picture for your ID badge. Your ID badge should be worn whenever you carry out volunteering for Guide Dogs. Collection Box Coordinators are currently being supplied with digital ID cards which can be displayed on a mobile phone. If you cease volunteering for us, the ID badge should be returned at the earliest opportunity to your CFRM.

If your ID badge is lost or damaged, please contact the Volunteering Office on 0345 143 0191.

Development Opportunities for Volunteers

If you would like information on new or additional roles with Guide Dogs, we would love to hear from you. Maybe you would like to learn a new skill, or you simply would like a change. Please also let us know what skills you have that you would like to share. Contact your local Volunteering Coordinator to discuss opportunities in your area.

For volunteer opportunities and application enquiries please contact the Volunteering Office on 0345 143 0191, email Volunteer@guidedogs.org.uk, or visit [our website](#).

Annual Planning and Support

Your CFRM will meet with you annually to support your group with planning activities, identifying potential opportunities in your area and to explore any training that the volunteers in the group are interested in.

For example:

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- Organising social events.
- Organising collections.
- Placing countertop collection boxes in your area.
- Planning events to help celebrate Guide Dogs Appeal during October.
- Networking in your community, e.g. companies, schools, social groups etc.

For other potential ideas for fundraising activities, please speak to your CFRM or visit [VIP](#).

All groups must send a list to Community Fundraising Supporter Care of venues that they intend to apply to for events and collections and confirm the dates once the booking has been completed, so they can be included on the national activity calendar. This will help avoid date clashes with our ‘Sponsor a Puppy Team’ who also visit similar venues for promotion of the Sponsor a Puppy scheme. We also refer to this team by the name Charity Link. Venues secured by the ‘Sponsor a Puppy Team’ will be added to the ‘advanced movements’ list which is sent to groups on a regular basis by Community Fundraising Supporter Care. If our ‘Sponsor a Puppy Team’ have secured a date before your group event is on the calendar the Sponsor a Puppy activity will take precedence, so it is important that your group notifies us as soon as possible of any events.

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Group Meeting

Depending on the size of your group, we recommend you hold at least 2 meetings a year to help plan and discuss your activities. For a new Group, a meeting is advised every 4 - 6 weeks for the first 6 months so the volunteers get to know one another and can discuss all local opportunities.

The venue could be a member's home, a local church or community hall, or cafe, depending on the number of people attending. Many of our groups have a mix of virtual and in person meetings.

Useful Tip: We recommend you try to find cost-free or low-cost venues and give others in the group members at least two weeks' notice.

We suggest you hold a planning meeting between September - November each year to discuss and plan the next year's fundraising activities. This meeting should involve your CFRM who will be able to advise and support. Notes can be taken and sent to the whole group afterwards.

Any planned activities should be advised to the Community Fundraising Supporter Care Team to be added to the Community Fundraising Activity Calendar. Discuss as a group if you want to invite guest speakers and arrange these with your CFRM.

AGMAnnual General Meetings are not officially required, however, please hold one if your group finds it beneficial.

Inter-Group Meetings

Guide Dogs Community Fundraising has developed various ways to help Groups fundraise, communicate and to share ideas with others. Inter-Group meetings bring fundraisers together to share ideas, best practice, stay informed about Guide Dogs and discuss new opportunities. The meeting can also deliver training on new guidelines and fundraising initiatives.

These meetings are held regularly, either virtually or face to face, and are arranged by your CFRM. An invite and agenda will be sent out in advance.

Group Reward and Recognition

Our Guide Dog Partnership Scheme provides reward and recognition for the amazing work of our fundraising volunteers. It is a truly special opportunity for our fundraising volunteers to understand how the

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money raised changes the lives of people living with sight loss, through supporting a working guide dog partnership. The Guide Dog Partnership Scheme is exclusive to our network of fundraising groups. Once your group has reached the target of £13,000 (the average cost to fund a working partnership (guide dog & owner)) your group could receive:

- A qualification photo of the working guide dog, one printed version to display at events plus a digital version that can be shared with the whole group.
- A badge for each member of your group

Certain income streams are excluded from the scheme. Your CFRM will inform you once each amazing milestone is met and invite you to select the rewards your group would like to receive.

Cash Handling, Receipting, Coding, and Banking

The Treasurer and/or Collection Box Coordinator tend to be the people that bank collected money. It is essential that all money banked is receipted accordingly. This could be to a collection box venue, a donor, or a venue where a collection/event has been held. The Group Treasurer has overall control of all paying-in and receipt books and mutual agreements need to be made of who sends the official thank-you communication.

You must not leave unsecured cash unattended.

You must make sure that cash donations are placed in a sealed container or collecting box/bucket.

When banking, please vary your outfit, time of day and your route to the bank. Please also be aware that coinage can be very heavy so make any adjustments to how you may carry this money to remain safe.

If you are collecting in Scotland or Northern Ireland, or in a licensing authority that follows the model regulations in England and Wales for street collections, you must do this.

You must count cash in a secure place.

You must make sure that all cash you have collected is counted and recorded by two unrelated people, wherever possible.

The promoter of a licensed collection, such as a registered volunteer along with another responsible person or an official of a bank must be present when you examine and open collecting boxes for licensed collections in a public place. If the licensing authority is following the

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model regulations in England and Wales for street collections, you must do this.

Our bank is Barclays. Where a Barclays is not available, alternative banking arrangements can be made such as with the Post Office. Coinstar machines can be used, but only with prior approval from your CFRM due to the costs associated with these. Please build a relationship with your local bank to discover your best options in banking the money. Insurance is in place for transporting the money to the bank. Our Treasurer's guidelines are available for reference on [VIP](#) or from our Supporter Care Team.

Paying in codes are printed or attached to the paying-in book. These are very important for our internal accounting processes and ensure that the fundraisers get the correct and appropriate thanks from Guide Dogs. Guide Dogs also track trends such as average income per collection, average income per Countertop Box box/Floor box so that we can ensure we have the funds to deliver our services. Assessing the return on income for the costs involved is also important to Guide Dogs and correctly coding facilitates this.

All cash should be banked without taking any expenses. Agreed out of pocket expenses can be claimed via the reimbursement procedures only.

If you do not bank cash immediately it must be put in a safe or other secure place and banked as soon as practically possible.

Fundraising/Supporter Group Members and Individual Fundraisers are covered for amounts up to £2000 held in their custody (this is per household). Guide Dog Insurers expect a safe to be used if the amount of cash exceeds £2000. When the amount of money collected is expected to be £2000 or more, an application for additional temporary cover should be made to the Community Fundraising Supporter Care Team (there will be no additional cost incurred by Guide Dogs).

A monthly statement is issued for each group/supporter group/individual fundraiser, even if nothing has been paid in and contains information that needs to be reconciled by the Treasurer. Secondary statements (an insurance requirement) are delivered to another independent group member nominated by the group.

End of Year Returns

The end of year statement should be verified then signed and returned to the Community Fundraising Supporter Care Team. **Audits**

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All Guide Dogs accounts are audited. As groups do not have a separate legal status, you do not need to appoint an external auditor. At any time, a fundraising group member/staff member can request to see financial documents. Our financial year ends on 31st December. Returning the paperwork, requested by 31st January, completes the group audit of accounts, unless you are selected for a more detailed audit. A selection of group accounts are chosen annually for the Guide Dog audit and if your group is selected your Treasurer will be advised what is required.

Claiming expenses

No one should be deterred from volunteering for Guide Dogs by the cost of doing so. Guide Dogs believe volunteers should not be out of pocket through their volunteering activities with Guide Dogs, except where travel costs are agreed to be part of the voluntary contribution to the charity. This expense policy applies to all Guide Dogs' registered volunteers. For a copy of our volunteer expenses policy and procedure please visit the [VIP](#) or if you want to claim through your group, please speak with your group treasurer in the first instance.

Ordering Resources and Fundraising Equipment

A range of leaflets and equipment are available for use to help with events and activities, including:

- gazebos
- dog suits
- tablecloths
- collection devices
- tabards
- leaflets
- scratch card posters

Resources can be ordered from Community Fundraising Supporter Care using the order form which can be downloaded from [VIP](#).

Guide Dogs shop

We have a section on our website where the public can buy merchandise. This is separate from fundraising group merchandise and can be accessed from [Guide Dogs Shop](#).

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Ambassador Dogs

Our ambassador dog programme is open to all dogs that take part in fundraising events. It demonstrates Guide Dogs' commitment to ensure the highest dog welfare standards are met. The route to qualifying as an ambassador dog partnership is determined by the type of dog. For the purposes of the ambassador dog programme these definitions are as follows:

Guide Dogs Stock: This includes guide dog puppies in training, guide dogs in training, brood dogs, working guide dogs, working buddy dogs and retired guide dogs living with their guide dog owner.

Pet dog: Any pet dog that is legally owned by a volunteer, this includes rehomed guide dogs and rehomed guide dog puppies.

Once qualified, our ambassador dogs will be able to wear our branded coat or bandana whilst attending events.

Qualifying as an Ambassador Dog Partnership with Guide Dogs Stock

The handler must complete the following steps:

- Watch the training video at this link [Our Dogs As Our Partners | Ambassador Dog Partnership Training - YouTube](#)
- Contact CFSC if you or someone in your group wants to register an Ambassador Dog.

Our team will contact you 10 days after completion and send your ambassador dog bandana/coat directly to you.

Qualifying as an Ambassador Dog Partnership with a Pet Dog

The handler must complete the following steps:

- Contact your Community Fundraising Relationship Manager or email communityfundraising@guidedogs.org.uk to request an application form before completing and returning to the same address
- You will then be invited to submit veterinary information and short video footage of your dog in a selection of required scenarios.
- The handler should watch the training video at this link [Our Dogs As Our Partners | Ambassador Dog Partnership Training - YouTube](#)
- The handler should complete the survey at this link [Ambassador Dogs Survey](#)

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- A panel of experts from the Guide Dogs team will assess your videos

Our team will contact you 5 days after the panel meeting to advise you of the outcome. If your dog is approved, we will send your ambassador dog bandana/coat directly to you. The panel may advise limitation on the type of event or equipment that is suitable for your dog.

If your dog is not approved, we will provide you with any possible recommendations for improvement.

Guidance for Dogs Attending Fundraising Activities

Dogs and puppies always add to a collection, and these can be with Puppy Raisers, working guide dogs or pet dogs (subject to completion of the Ambassador Dog process, speak to your volunteer manager or email our supporter care team as mentioned in above section). There are permitted time periods for Guide Dogs stock at fundraising events, as shown below, which should be considered when making the rota.

The following time frames are guidelines only and should not be viewed as a goal. We should consider that collections could be a new experience for a dog. Sessions should be led by the needs of the individuals with as many breaks as required and consider the experience of the dog. If it is the first time, they have been in that situation it may be that 10 minutes is sufficient. As with any training or exposure to new situations or environments a gradual program of exposure is essential. Normally the Puppy Raiser is aware of the needs of the dog but if there are any doubts, please contact the relevant Puppy Development Advisor for further advice/guidance. The person should be doing a task that allows interaction with people but allows focus to be on themselves and their dog.

The below table consists of two columns and six rows.

Age of Dog	Permitted Time Period
Under 18 Weeks	Not Permitted
18 Weeks to 5 Months	30 Minutes
5 Months to 10 Months	2 hours with an opportunity to relieve itself and 15 minutes quiet time away from the busy area every 45 minutes

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10 Months and over	3 hours with an opportunity to relieve itself and 15 minutes quiet time away from the busy area every 45 minutes
6 Months post-qualification	Maximum 4 hours in 2x 2hour sessions with a rest break of at least 30 minutes

Saying ‘Thanks’

Your Group may receive many donations from third party fundraisers, schools, community groups and businesses. These connections have the potential for further fundraising or recruiting new volunteers so it's important to take time to build a relationship with them and ensure that they are thanked in an appropriate way.

It is also an audit requirement to receipt and record income from donors and to inform collection venues of the income raised.

Treasurers and/or Collection box Coordinators can send a letter, card, certificate (or photograph if over £500) for each donation and these are available from the Community Fundraising Supporter Care Team.

A requirement of the Fundraising Regulator is that we should have written permission from venues for our static collection boxes. This includes our countertop boxes and our floor boxes.

We have endeavoured to make this task as simple as possible by producing an agreement form which is available on VIP or from our Supporter Care Team

Please ask the site owner or someone who has the authority to sign the bottom of the form and return it back to us, ensuring that their details are completed in full. You should complete the lowermost section including full address details of the venue and the collection box number.

Completed forms should then be returned by email to our Community Fundraising Supporter Care team by email or via post to Community

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Fundraising Supporter Care, Guide Dogs, Gibfield Park, Atherton, Manchester, M46 0SU.

Collection boxes

Collection boxes come in two sizes; floor or countertop and are an easy way to fundraise for Guide Dogs. They also enable Groups and Collection Box Co-ordinators to build relationships with local businesses. When placing these boxes, we aim to raise £32 per year for each countertop box, and £350 for each floor box, so placed correctly in your local area should bring in a steady income.

As part of the Fundraising Regulator's requirements, we must know where all our collection boxes and life size dogs are held and have written agreement from the venue holding a collection box. You must keep a list of all these devices and where they are placed. At the end of each year this should be sent to Community Fundraising Supporter Care Team. A template along with all Collection Box resources can be found on [VIP](#) or by contacting the Community Fundraising Supporter Care Team. There are specific Fundraising Regulator requirements around placing and emptying collection boxes which must be adhered to, please speak to your Community Fundraising Relationship Manager for more information before placing or emptying a static collection box.

Collections

Bucket collections in venues such as supermarkets, garden centres and shopping centres, are an effective and popular form of fundraising. They also raise general awareness of our organisation locally. It is important to follow our Guidelines to ensure that collections are safe and legal. Guidance for carrying out Collections can be downloaded from [VIP](#) or is available from Community Fundraising Supporter Care team.

Guide Dogs Venue and Show Bookings Processes

Fundraising Groups must inform Guide Dogs of all collections, events and shows that you wish to undertake and confirm once a date has been agreed. They must provide full postal addresses for each booking including a full postcode, all shows must be referred to as the official show name. Fundraising Groups must inform us of any cancellations or changes in dates so our records can be amended accordingly.

Collections

Before booking any collections, the fundraising group must check with the Sponsor a Puppy team also referred to as Charity Link for advance movements to ensure that they are not within 1 mile on the same day or at the same venue within 4 weeks either side. These movements are emailed out to a designated volunteer on the group every Friday afternoon. If it isn't possible to avoid clashes with the activity you would like to undertake, please raise this with your local Community Fundraising Relationship Manager.

It is important that your group notifies us as soon as possible of any events.

Shows

Your local Community Fundraising Relationship Manager will liaise with you each Sept/Oct to collate the shows the fundraising groups would like to attend for the following year. These will be submitted, and you will then be informed which ones have been approved for you to attend. Prior show attendance and history will be evidenced to determine the show "owner", and this owner will take priority in the event of any double booking.

Please do not book shows unless you have been given approval to do so. If you then would like to book any additional shows outside of this process, you must get approval to attend before you make any bookings.

If it is agreed that a show will be shared between the fundraising group and Charity link it will be agreed which party will be responsible for the booking of the stand and permitted activities will be agreed in advance.

Group event

It is essential to make sure any event will be worthwhile, and we always aim to raise a minimum of £3 for every £1 spent.

Prior to undertaking the work involved in organising an event, you should discuss it fully with your CFRM. Expenditure will only be authorised when they are sure that all factors have been considered.

If you refuse permission for a person to take part in an event, you must meet consumer and discrimination laws.

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You may also wish to check your plans with your local authority to check if you require any additional licences before planning any event. For any queries, please contact your CFRM.

Please visit [VIP](#) for further guidance prior to discussing with your CFRM.

Social media

Guide Dogs social media Policy is available on [VIP](#) and must be adhered to.

Creating a presence on social media is a great way to engage with your local community and encourage new volunteers, donors and supporters. If you wish to have a social media presence for your group, it is important that you speak to your Community Fundraising Relationship Manager who will be able to provide you with appropriate guidance.

Online Fundraising Pages

If a volunteer or donor would like to raise money online, e.g. Just Giving, email Community Fundraising Supporter Care with the link so that it can be added to the right record. These can be linked to your fundraising group where appropriate.

Third Party Fundraising - ‘Fundraise for Us’ webpages

The [‘Fundraise for Us’](#) webpages have been designed to provide ideas, useful information and materials for the general public who wish to fundraise in aid of Guide Dogs in their own way.

The webpages contain;

- Fundraising ideas and inspiration.
- Useful information including how to pay in your fundraising.

If supporters have any questions, they can email:

fundraiserforus@guidedogs.org.uk or call our friendly fundraising team on 0345 143 0192.

If anyone is raising money in aid of Guide Dogs in your area, income can be banked by your Group. Please ask the supporter for their Unique Reference number and write this on the paying in slip so that we can track their income. If you have any queries, please contact your CFRM.

Name a Puppy (NAP)

What is Name a Puppy (NAP)?

Our Name a Puppy scheme is a wonderful opportunity for our supporters to gift a name to one of our pups. Supporters can fundraise or donate to name a guide dog pup and follow their journey. We have four different naming levels ranging from £2,500 to £50,000 with each one following the puppy they have named through to their individual milestone and to find out the final outcome of their journey to making a difference for people with sight loss To find out more take a look at the [Name A Puppy area of our website](#) or speak to our Community Fundraising Supporter Care Team, who can also send out Name a Puppy leaflets for you to share at events or with local contacts.

Who can name a puppy?

Anyone can take up the challenge to name a puppy. Individuals or a group of friends, sporting groups, social groups, one-off workplace challenges or a company who chooses us as their Charity of the Year - all are welcome. Supporters can fundraise up to a couple of years to achieve their Name a Puppy goal.

Any local schools and youth groups who wish to participate in this scheme can make their donations directly to your group. Please let your Community Fundraiser or the Community Fundraising Supporter Care Team know, so that we can set the school/group up with their unique NAP fund number, which you should use to bank their donations. We can also provide them with fundraising resources, including a Fundraising Thermometer so they can record their progress!

How you can help?

Our Groups play an important role in spreading the word and facilitating local NAP supporter relationships. We have a range of NAP fundraising resources to help supporters achieve their fundraising goal too.

Please:

- Always use the unique NAP reference number of the supporter when banking NAP monies for them.

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- Let your CFRM know if you have a new NAP supporter so that they can generate the supporters unique NAP reference number, organise a fundraising pack for them and give them welcome call to say hello and thank you!
- Don't forget to let your CFRM know when a supporter reaches their NAP fundraising target so that we can arrange for the special Naming form to be completed with them.

Schools

Puppy Graduation Scheme (Previously SAP@ School)

Our Puppy Graduation Scheme is a fantastic opportunity for schools and youth groups to celebrate the amazing achievement of 3 of our recently qualified guide dogs. Follow their journey from tiny pup to graduate partnership and find out how guide dogs are trained and matched with their owners. Any local schools and youth groups who wish to participate in this scheme can make their donations directly to your group. Please get in touch with Community Fundraising Supporter Care team.

Resources for Schools and Youth Groups

Our website has an extensive [schools and youth section](#), offering resources for teachers and youth leaders to use. Each section is tailored to fit with the teaching curriculum in England, Scotland, Wales and Northern Ireland and a range of youth group activities. The web pages are split into sections, there are resources for 5 to 11 years and 11 to 16 years. There are STEM (Science, Technology, Engineering and Maths) resources and a fundraising pack specifically aimed at supporting schools and youth groups to fundraise. Activities include: What does a guide dog do? What is it Like to be Blind or Partially Sighted? Allowing students to experience examples of how different eye conditions affect a familiar view. The STEM resources include Guide Dog Partnerships which look at some of the science and technology we use at Guide Dogs.

Why not explore [our website](#) yourself or request our ‘volunteers guide to resources for schools and youth groups’ which has a brief overview of everything on the website and more. Please email: learning@guidedogs.org.uk or call 0345 1430192 and request a copy in your preferred format.

Charity of the Year (COY)

We are always on the lookout for new charity of the year opportunities. If you are familiar with any local companies who choose a charity of the year, please speak to your CFRM. As an organisation we apply for thousands of Charity of the Year's each year from schools, to golf clubs to large businesses. If you are invited to apply for a Charity of the Year, please tell your CFRM so that we can work with you to provide the information they require and check if we have any history with the organisation already to help the application. If we have been chosen as a Charity of the Year, let us know. We'll organise a fundraising pack for them and welcome call.

It's really important that you let us know about any local COY relationships, we wouldn't want to duplicate work with a central and local fundraising group application being made at the same time - nor would we want to apply if we had already been chosen.

Unusual Fundraising Requests

At times we may have some unusual fundraising requests for example from an author of a book, a song written in aid of Guide Dogs or a company wanting to donate a percentage of sales. Some types of fundraising are taxable and require contractual agreements to be in place. If it's not your normal dress down days, sponsored event, coffee mornings style activity - speak to your CFRM who can advise and support where needed.

In Memorial Giving

Gifts in Memory:

- Funeral Collections - People often choose to commemorate the life of a loved one by donating to a cause close to their heart. Online funeral collections can be easily set up [online here](#). Guide Dogs can also provide special envelopes to use for a funeral collection if this is preferred.
- Name a Puppy - many supporters choose to remember a loved one by joining our Name a Puppy scheme in their memory. This can be done as a single gift, or by setting up a Tribute Fund to raise the money over time.
- Friends and family can pay a lasting tribute to a loved one by setting up a permanent Tribute Fund to raise money for Guide Dogs in their name. Supporters can also set this up online to

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easily share the Fund with friends and family. Please visit our [Tribute Fund page](#) for more information.

Gifts in Wills:

Without gifts in wills (or legacies), nearly 2 out of 3 guide dogs wouldn't exist. In fact, a gift in a will can help provide the guide dogs of the future. Through your enthusiasm and commitment to Guide Dogs there is a real chance you will have already influenced someone to consider leaving a gift in their will, without knowing it!

At times, you may have a conversation with a donor or supporter who is interested in taking this very special step. If you are approached by anyone who would like further information, please direct them to our website or giftsinwills@guidedogs.org.uk to call 0800 953 0113.

For more information on Guide Dogs and gifts in wills, visit the [Volunteer Information Point](#) and review the 'Handy Guide to Gifts in Wills'.

The Handy Guide gives you lots of hints, tips and useful information, including the steps to take if your Fundraising Group receives a legacy cheque. Gifts in Wills leaflets are available for all groups and your local Legacy Engagement Officer can provide further information and training - please email leos@guidedogs.org.uk to arrange.

Communication Guidelines: Email and Text

It can be tempting to treat email and text exchanges - especially internal ones - as a chat in writing. We often like to include information and opinions that we wouldn't feel comfortable writing in a letter. But we can be legally obliged to disclose written exchanges with an individual or with others about that individual. This includes emails and text messages sent from any device.

Emails and texts can also be easily forwarded to many other people and the tone and content can often be misread so it is important to think about the information you put in an email/text before you press the "send" button.

Remember abusive, obscene, discriminatory, harassing, derogatory or defamatory emails must never be sent to anyone. If you do so, you may be liable to disciplinary action.

Here are our guidelines for writing emails and texts:

1. Think about whether the information needs to be sent in an email or text, or whether a face-to-face chat or telephone conversation is more appropriate.
2. Think about the tone of your email or text and how it might be read by someone else. If you are feeling angry or under pressure, should you wait and reflect before sending?
3. If you are writing about an individual, remind yourself that they might see the email or text one day. Ask yourself - would I write that in a letter?
4. Stick to the facts and if you are providing opinion, make sure it is your expert opinion that you can justify on the facts.
5. Including people's data in emails/texts or attachments should be avoided. Where you are writing to a group of people using personal e-mail addresses it is necessary to 'blind copy' (BCC) or create a separate email group so recipients cannot see everyone's address.
6. Remember that once you have sent the email or text, it can always be forwarded on or retrieved, even if deleted by the recipient.

So, if in doubt, don't send.

Hints and tips on how to write an effective email or text:

- DON'T USE CAPITAL LETTERS- it is more difficult to read and feels like you are shouting.
- Try to include a polite greeting and closing so your email does not seem too demanding or terse.
- Address contacts with the appropriate level of formality.
- Ensure you clearly state in the email what attachments you have included and the format of the files.

SECTION 2: Keeping it safe and legal

Introduction

Guide Dogs take its legal responsibilities very seriously. We are bound by the charity laws of England & Wales, Scotland, Northern Ireland, and Isle of Man; licensing laws of individual local authorities; as well as codes of conduct laid out by the Fundraising Regulator. As all our

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Groups are part of Guide Dogs, you are similarly bound by these laws, regulations, codes and best practice.

We want to make sure that we keep our volunteers safe and legal in all our activities. So please feel free to get in touch with your CFRM if you have any questions at all.

Essential Fundraising Regulator Code Compliance

Trustees of Guide Dogs are responsible for all its fundraising activities undertaken, including where responsibility has been delegated to branches or individuals which is why our staff regularly check compliance with all our groups. It is imperative that everyone follows the guidance below at all times:

While Fundraising you must:

- avoid causing an obstruction, congestion and nuisance to the public
- not deliberately block the path of members of the public
- be polite to people at all times
- treat the locations you are working at or visiting with respect
- ensure all monies are banked in a timely manner
- take extra special care when children are involved in FR activities, please contact your Community Fundraising Relationship Manager for further guidance
- only contact children on school premises if you have the approval of the head teacher or a member of the school's staff nominated by the head teacher, and you must follow any procedures you have agreed with them.
- get permission before taking or publishing photographs of children. If the child is over 13 years old they can give this permission themselves. If they are under 13, you must get permission from their parent or guardian.
- give the contact details of Guide Dogs (found on the back of your Volunteer ID card) to any member of the public who wishes to make a complaint
- use the appropriate logos for the activity you are doing, our Supporter Care team can advise on this and Logo Guidance can be found further in this document and also on [Volunteer Information Point.](#)

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- ensure that all countertop and floor boxes have the appropriate written permission from the venue. Our Supporter Care team can provide the document for the site owner or person of authority to sign.

While fundraising, you must not:

- act in any way that might reasonably cause members of the public to be or become startled or anxious
- obstruct, interfere with or be disrespectful to members of staff from local businesses
- act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty
- unfairly criticise or insult other people or organisations
- continue to ask a person for support if that person clearly indicates - by word or gesture - that they do not want to continue to speak to you. You must end the conversation in a polite way
- suggest to any member of the public that the conversation you are attempting to start is not about money or that you are ‘not fundraising’
- knowingly approach people who are carrying out official duties, such as uniformed officials while they are on duty or people who are clearly working
- act in any other way that a reasonable person might consider would damage our reputation. This includes: smoking or drinking alcohol or being under the influence of alcohol while wearing clothing that has Guide Dogs branding
 - taking or being under the influence of illegal drugs
 - lewd or aggressive behaviour, including swearing, while wearing clothing that contains a charitable institution’s branding
 - putting undue pressure on members of the public to donate
 - exploiting your position for personal gain (for example, asking for a job, asking someone for a date, or asking for a discount on goods or services)
 - any other behaviour that harms the reputation of Guide Dogs or the fundraising profession
- Unless this is authorised under an agreement with a private site, you must not approach members of the public who are:
 - seated, unless the seating is part of your promotional stand; or
 - in queues, unless the queue is directly related to the fundraising activity.

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- take a donation if you know, or have good reason to believe, that a person lacks capacity to make a decision to donate or is in vulnerable circumstances which mean they may not be able to make an informed decision - full guidance on vulnerable donors, is available on the [Volunteer Information Point](#).
- sell tickets for tombola's, sweepstakes and raffles online (this includes social media) or in advance of your event unless you have a licensed raffle.

Should you require further guidance or would like to discuss further, please contact our Community Fundraising Supporter Care Team on 0345 1430192.

Essential Health and Safety

At Guide Dogs, we take the safety and wellbeing of our volunteers and the general public very seriously. That's why we make sure our health and safety procedures are up to date and easy for everyone to implement.

Group members must take all necessary steps to ensure their own, and the public's safety, at any event they organise, seeking advice and guidance if required. Your first point of contact regarding any health and safety matter is our Community Fundraising Supporter Care team. Please ensure you have read the Community Fundraising Groups Health and Safety Guidance which is available on [VIP](#).

Risk Assessments for Groups

There is a legal requirement for Guide Dogs to undertake 'suitable and sufficient' risk assessments for all activities that pose a significant hazard. A risk assessment is a tool that is used to identify hazards, who could be harmed, and what needs to be done to control them.

Guide Dogs have overarching risk assessments for the standard activities/events our Fundraising Groups undertake on a regular basis. These risk assessments have been agreed and signed off by the Health and Safety and Community Fundraising management teams and are regularly reviewed and updates/changes made as required. There is no requirement for groups to complete/change or localise risk assessments.

There may be some activities your group undertakes that we don't already have a risk assessment for. If this is the case, contact your CFRM and they will work with Guide Dogs' Health and Safety team to create a risk assessment if required.

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If you receive a form from a third party for completion, requests for risk assessments or for health and safety information, please speak to your CFRM who will be able to guide you and please give us as much notice as possible.

Working with Children and Young People

Children and young people make an enormous contribution to Guide Dogs.

There are some things you need to consider when recruiting and volunteering with children and young people. For advice on our policy please contact your local Volunteering Coordinator.

Extra special care needs taken when children are involved in fundraising activities, please contact your CFRM for further guidance.

Children and young people under the age of 16 are forbidden from participating in any form of street or door to door collection and are forbidden to receive or sell raffle tickets on behalf of Guide Dogs, however they can participate in a tombola.

You must not give children under 16 overall responsibility for handling money or responsibility for counting collected money.

You must only contact children on school premises if you have the approval of the head teacher or a member of the school's staff chosen by the head teacher, and you must follow any procedures you have agreed with them.

You must get permission before taking or publishing photographs of children. If the child is over 13 years old, they can give this permission themselves. If they are under 13, you must get permission from their parent or guardian.

Advertising Fundraising Events and Collections

When advertising events and collections for fundraising and promotion purposes please note local planning acts and regulations in your regions and nations. Please ask permission when displaying posters, flyers, or leaflets to promote our events.

It is important that you use the appropriate logos for the activity that you are doing. Supporter care can advise on this. Logo guidance can be found further down or on the [VIP](#).

Public Liability Insurance

Guide Dogs have arranged Public Liability Insurance which covers its legal liability following acts of negligence which result in loss or damage to third party property or bodily injury to third parties. Speak to our Community Fundraising Support Care team for the latest Public Liability document.

The policy extends to cover the activities of fundraising groups but please be aware that Insurers impose certain rules which must be adhered to, to ensure that the cover is not invalidated.

No cover will be provided for fundraisers who have no formal connection with Guide Dogs, whether some or all of the funds raised are for Guide Dogs. (It is a common misconception that all persons raising funds for a particular charity are covered for Public Liability Insurance by the charity's policy - this is not the case). Only events organised by and under the strict control of the Guide Dogs Fundraising Group are insured.

We welcome pet dogs at our fundraising events, however there is a process in place to ensure that we keep our fundraising safe and legal, please contact your CFRM if any group members wish to bring their pet dog to events.

Certain events of a high-risk nature must always be referred to Insurers before the event proceeds, e.g. Abseiling, Rafting, Bungee Jumping, Bed Racing, use of a Bouncy Castle. Where these events are being organised by a third party, ensure that the organisers have adequate and appropriate cover by asking to see copies of their insurance documents.

Groups may be involved in the hire of buildings for charitable purposes. However, Guide Dogs will not as a rule, enter into indemnity commitments in contracts when securing provisions or goods or services, such as hiring a venue, because the Public Liability insurance only covers loss or damage for which we are legally liable and not for loss or damage due to circumstances outside of our control.

The Public Liability Policy has a Limit of Indemnity of £10 million. If this is insufficient because the group is using property owned by another party or a location over which a local authority exercises control and a higher limit is imposed, you must contact Community Fundraising Supporter Care for guidance.

Group Personal Accident Insurance

Guide Dogs have arranged Group Personal Accident insurance to cover regular volunteers who have completed the registration process or occasional volunteers that have completed the Occasional Volunteer form, whilst engaged in Guide Dogs organised activities on its behalf. This insurance provides basic Death, Permanent Total Disablement, and limited Temporary Total Disablement benefits.

Cover applies while voluntary workers are involved in group activities. However, as with all insurance policies, cover is subject to various terms, exceptions, and conditions.

In the event of an accident occurring, please contact Community Fundraising Supporter Care who will despatch a claim form for completion. The form contains a section which will need to be completed by the treating doctor.

Cover is restricted for volunteers taking part in parachute jumps to a Death and Capital Sum benefit of £10,000 per person. Insurers will not provide a Weekly Temporary Total Disablement benefit for volunteers taking part in this activity.

Insurance Summary

Events are very important to Guide Dogs; they generate money, awareness, PR and new supporters. However, it is essential that we comply with Guide Dogs' insurance requirements at all times.

- Avoid high-risk activities. The organisation of any one-off events should be agreed in advance with your CFRM.
- Please be aware Guide Dogs Public Liability Insurance does NOT automatically cover all events. Any insurance queries should be directed Community Fundraising Supporter Care. If anyone is in any doubt as to whether a proposed event will be covered by the Public Liability Insurance, please provide as much notice as possible so that we can commence our negotiations with Insurers at an early stage.
- If we are using other organisations to run fundraising events, we must check that they have adequate Public Liability Insurance and the necessary qualifications to run the event safely and professionally.
- When organising events involving physical effort and of a potentially hazardous nature, a Risk Assessment must be carried out and the

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person running the event must have the necessary formal qualifications.

- The Property Damage Policy covers ‘property belonging Guide Dogs whilst anywhere in the World, (limit - any one item £2,000) sum insured £30,000’ excluding theft of any property that is open to the elements.
- Association items kept in the homes/garages of staff and fundraisers are covered up to a limit of £30,000.
- Exhibition Equipment is covered whilst in transit.
- Group members are covered for cash amounts up to £1,000 in their custody per household. This amount is increased to £2,000 to accommodate monies raised during fundraising days. Funds are only insured if they are stolen within 48 hours of the event on normal weekends, or within 96 hours on Bank Holiday weekends. Temporary increases can be made for large events, please speak to Community Fundraising Supporter Care in advance to arrange this.

General Information

The normal laws of the land apply whenever you are fundraising, but there are also some specific ones covering fundraising activities. These are designed to protect you, the public and Guide Dogs, so please follow them. If you have any concerns or are slightly unsure, please do contact us for advice and guidance.

Organising a Name a Puppy (NAP) Visit

Name a Puppy Visits should only be undertaken by a volunteer Name a Puppy Visit Coordinator or Guide Dogs staff member. If your group has supported a Name a Puppy fundraiser, you may be invited to attend as well, however we need to ensure that our puppies are not overwhelmed by the event so we may need you to appoint a group representative in some scenarios.

Some visits can be very sensitive and emotional, especially if the puppy has been named In Memory, so we do need to consider very carefully the pup, the supporter, and the environment for the visit.

Permission for Videos/Photographs/Audio Files

Before any photographs, videos or audio files can be shared, permission must be sought from the subjects. A Model Release Form is available by emailing Community Fundraising Supporter Care.

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Business Promotions

If you know of a business that would like to run a promotion that will generate funds for Guide Dogs, they will need a written agreement with us. We can prepare this simple document for you so please contact your CFRM to discuss.

Alcohol

Licensing Authorities (usually local authorities) are responsible for licensing the sale and supply of alcohol, regulated entertainment and late-night refreshment in England and Wales, Scotland, and Northern Ireland. If you are planning to carry out any of these activities, you will need the relevant authorisation from your local licensing authority. It may be that the premises at which your event is being held already have the appropriate licence so check with the owner first.

Logo use guidelines for Fundraising Groups

Our reputation and external image are very important to us and part of that image are our People Paw Logo. Our logo has been designed to represent people with sight loss and their family and friends, working together with Guide Dogs staff, volunteers and with our dogs.

Within Community Fundraising we have different versions of the People Paw Logo available for our use: this helps represent the different types of fundraising relationship we have. It is vital that we use the correct logo for each type of relationship.

As fundraising volunteers, you are very special to us, and your activities deserve to be recognised with their own unique logo. So, we have produced for you a new ‘In Support Of’ logo. You can get a copy of this logo from our Community Fundraising Supporter Care team.

When can I/we use this logo?

If you are a Guide Dogs fundraising; group/branch, supporter group or individually registered fundraising volunteer, then this is the logo you should use for all the activities you arrange.

It can be used for:

All your fundraising activities and events led by yourselves, that are registered on our activity calendar.

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Guide Dogs fundraising advertising materials, such as event posters. However please be aware that we have a range of templates available which should be utilised in the first instance.

Social media posts about your own activities but please refer to [Guide Dogs Social Media policy](#).

Fundraising Groups who have online giving pages, for example Just Giving.

Please don't share this logo it is just for your use only. We have a range of different logos available for the other types of activity and supporters, Sometimes the use of a logo can have tax and contractual relationship requirements, so please pass any requests to the Supporter Care team.

Press, Marketing and Social Media

It is really important that we use the right logo and wording when we produce marketing materials and social media posts. To help with this we have a full range of template resources, including press releases, that you can use for either events organised by you or by third-party fundraisers, which use the correct logo and wording for the type of fundraising. These can be requested through the Community Fundraising Supporter Care team. However social media and ad hoc press can be trickier so please to [Guide Dogs Social Media policy](#).

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Press and social Media posts about events and activities organised by you.

If you want to post/press release about an event or activity that has been organised and led by you, you should;

Use the words ‘in support of’ in your posts/press release,

For example, “Come to our dog show this Saturday, in support of Guide Dogs.” or “xxx Group will be collecting in support of Guide Dogs this Sunday at Haskins garden centre”

Press and social media posts about events and activities organised by third-party fundraisers

Use the words “in aid of” when thanking or advertising someone else’s (third-party fundraiser) activities.

For example, “we would like to thank Winchester Guides for holding a tea party in aid of Guide Dogs and raising £124, you’re amazing!” Or “John Smith is walking the Clarendon Way in aid of Guide Dogs this week, to visit his Just Giving page, click [here](#)”

Why is it important to use the correct logo and wording?

Tax and Legal - As mentioned above different types of fundraising relationship are managed and processed in different ways and may even have different tax and legal implications. For example, a relationship where the donor may financially gain from advertising their relationship with us has greater tax implications than a relationship with a third-party fundraiser who is running an activity purely for selfless reasons. We need to ensure the different relationships are clearly identifiable when advertised externally by using the correct logo for that relationship.

Protect our reputation - To ensure we are clear and honest about which activities are Guide Dogs led or are organised by third-party fundraising supporters.

To help identify old partnerships/misuse of logo - If we do not use the agreed logos, we could find it difficult to identify current relationships. Occasionally fraudulent companies may want to show an alliance with a well-known brand, to imply they are legitimate, by adding a logo to their website/marketing. We need to be able to quickly identify legitimate relationships by ensuring they have the correct logo.

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Making and Selling Goods on Behalf of Guide Dogs

No goods should be produced that carry the Guide Dogs logo or that appear to be an official Guide Dogs branded product.

Guide Dogs is obliged to comply with consumer and product safety legislation, which means we are responsible for ensuring that every item sold on our behalf is safe and Guide Dogs will be liable where any item causes harm. If you are making and selling any items for Guide Dogs, please take care that they are appropriately described and that you give the purchaser any necessary warnings and instructions for use. If you wish to make donations to Guide Dogs from the sale of such items and would like to advertise your chosen charity, please use the Guide Dogs' In aid of Logo.

Dog Toys

Please do not produce and sell any dog toys on behalf of Guide Dogs. Whilst the likelihood of the toys you make causing any damage or injury may be very small, it is a risk that the charity is unable to accept. Please speak to your CFRM for more information.

Selling of Homemade Foods

There are many people who suffer from food allergies, some who have severe reactions to certain types of food. Therefore, it is important to provide the following minimum information on a label attached to the packaging if you are selling home baked goods:

- Name of baked goods i.e., coffee cake, carrot cake
- May contain nuts or nut traces
- Main ingredients
- Date of baking

This is a requirement as per guidelines from [The Food Standards Agency](#)

Recorded Music

If your event involves the playing or performing of music you may need to apply for a PRS license, a temporary events license may cover for live music as well. You can contact PRS for advice on 0800 068 4828 or visit their [website](#).

Disclosure and Barring Services

Due to the nature of the duties many of our volunteers carry out, it is necessary for people in certain roles, such as drivers to undergo DBS checks. Having a criminal record will not necessarily prevent someone from volunteering with Guide Dogs, and any information will be viewed in the context of the volunteering role to be undertaken.

Raffles

Raffles are a type of lottery, and as such are regulated by the Gambling commission. You may hold a raffle at either a commercial or non-commercial event to raise money for Guide Dogs. You must ensure that tickets are only sold during the course of the event (which can last more than one day), at the same venue, and the results are announced at the event or after the event. Tickets should not be sold online or over the phone. You must also ensure that there are no cash prizes and that no more than £500 is spent on prizes during the course of the event.

If you would like to sell tickets to a wider audience over a longer period of time or indeed to hold other types of raffles in different locations, you must obtain a licence from the Local Council. Please speak to your CFRM for further information. More information about the different types of lotteries is available at the [Gambling Commission Website](#).

A more flexible option with less compliance burden is a prize draw with optional donations - this could provide more options for online and remote fundraising; you can find a [quick guide here](#).

General Data Protection Regulation (GDPR)

Why do we need data protection?

As many people have unfortunately discovered, all sorts of things can go wrong when personal data is left unprotected:

- If criminals get hold of your bank account or credit card details, you won't be shocked to learn that they can steal your money. But criminals aren't just after your bank details. They can use your personal data to steal your identity and carry out unlawful activities in your name - such as money laundering, drug dealing, people trafficking or terrorism.

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- Receiving unwanted emails, or spam, might be less serious than identity theft, but it's still an annoyance. And it all stems from organisations misusing your personal data.
- If an organisation is using old or inaccurate data about you, they'll probably make bad - and possibly damaging - decisions about you too.
- And it doesn't end there, either. The fact is, organisations can cause real distress by misusing personal data, so it's no surprise that legislation has been developed that aims to protect people from these threats.

The General Data Protection Regulation has been developed to update the Data Protection Act and to protect people from all these threats. GDPR came into force from 25 May 2018.

To find out more about GDPR legislation follow [this link](#) to the ICO website.

The Penalties

Everybody has a responsibility to keep data safe. Any organisation or individual that commits an offence under the GDPR could face fines as high as €20,000,000. Our volunteers have been great gate keepers with the data that they hold so let's keep up this great work. If you do make a mistake, please let us know as soon as possible, as the easier it is to rectify.

What personal information is covered?

“Data protection legislation covers all personal data relating to identifiable living individuals, that’s held, or intended to be held, in a computer or a structured filing system.”

That's only a summary. Inevitably there are a few ‘ifs and buts’, and there are special rules for what's called sensitive personal data. This includes things like:

- Racial or ethnic origin.
- Political, religious, or philosophical beliefs.
- Trade union membership.
- Data concerning health, sex life or sexual orientation.
- Genetic or biometric data.

The forms of personal data you encounter in Guide Dogs will depend on your volunteering role, but here are some typical examples:

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- Volunteer records, contact details, next of kin
- Service user records which can include sensitive data
- Donor details: contact details with bank or credit card details
- Supplier details where it refers to sole traders

The principles of data protection

The principles of data protection are the rules that govern how we process personal data. Here are the GDPR's principles:

1. Lawfulness, fairness, transparency
2. Purpose limitation
3. Data minimisation
4. Accuracy
5. Storage limitation
6. Security and confidentiality
7. Accountability

For further information on the principles of data protection you can visit the [ICO website](#).

Alternatively, you can view further information on [VIP](#)

Why is it relevant to me?

In the course of Group duties, you will almost certainly be holding personal information such as contact information for Group members and supporters.

Since all our Groups are part of Guide Dogs and the data held being the property of Guide Dogs, all volunteers will be provided with Essential Guidance and volunteers who hold, and process data will be supported with additional training relevant to their role to ensure that we are compliant in keeping our data secure. The bullet points below summarise what we are asking our volunteers to always consider, but if you are ever in doubt your Volunteer Manager will be on hand to provide the support when you need it.

- Always keep information up to date
- Only use personal information to support Guide Dogs activities
- Only download or print personal information where absolutely necessary and use minimal amount of information required
- Destroy or delete personal information as soon as you have finished with it
- Keep downloaded information on a device that is password protected

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- Keep printed information in a secure place
- Always follow Guide Dog Guidelines for keeping and sharing personal data
- If you lose any personal information or share it by mistake report it to your Volunteer Manager immediately

Any breaches of data protection should be reported immediately to your CFRM or the Data Protection Officer at Guide Dogs Central Office; DataProtectionOfficer@guidedogs.org.uk.

Confidentiality

When you became a volunteer, you agreed to maintain confidentiality throughout your time with Guide Dogs and to protect clients, supporters, other volunteers, and staff as well as Guide Dogs' operations. In return, we agreed to keep your personal details confidential. These duties apply whether the information is received directly or indirectly, deliberately, or accidentally, is written, or spoken.

Safeguarding

The protection of Children, Young People and Adults at Risk

Whilst carrying out Group activities you may come into contact with children, young people or adults who are potentially vulnerable. Guide Dogs have a duty to promote the welfare and protect from harm anyone who may be deemed vulnerable.

Guide Dogs have policies in place relating to this area and it is important that you are aware of the implications of having contact. At the outset however, it is important that you are able to establish who these categories encompass.

Who is a child or young person in need of protection. Any child or young person under the age of 18 (under 16 in Scotland) has a right in law to be protected from harm. **Who is an Adult at Risk?**

A vulnerable adult is any person aged 18 or over who is or may be:

- In need of community care services by reason of mental or other disability, age, or illness
- Unable to take care of him or herself, or unable to protect him or herself against significant harm or exploitation.

All children and young people, as well as blind or partially sighted adults and supporters who receive services from Guide Dogs, or otherwise who come into contact with Guide Dogs' staff or volunteers

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such as Group officials, are potentially vulnerable and have the right to be protected from abuse.

All staff and volunteers have a duty to report actual or suspected abuse, and this therefore applies to you also

Guide Dogs acknowledge that its staff and volunteers are not specialists in recognising where abuse may occur or has already taken place. However, Guide Dogs' staff and volunteers do have a duty of care under the law; and this means that they must take steps through risk management to protect children and young people and must report any information about actual or suspected abuse to their line manager/supervisor.

What is abuse?

- Abuse is a violation of an individual's human and civil rights.
- Abuse may consist of a single act or repeated acts.
- Abuse may be physical, sexual, psychological, verbal, financial or material, institutional, discriminatory, or neglect/acts of omission/ self-neglect or exploitation.

You must therefore make sure that you are familiar with Guide Dogs' protection of children and young people and adult's policies and procedures which can be obtained by contacting Community Fundraising Supporter Care.

Dementia Friends

A Dementia Friend is somebody that learns about dementia so they better understand the condition. If you are interested in learning more, you can do so online at the following link ([become a dementia friend](#)). There is a short 5-minute video to watch, and you can also book to attend an in person or virtual one hour training session.

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Volunteer Complaints and Resolving Issues of Volunteer Behaviours, Attitude & Ability (BAA) Procedures

Guide Dogs rely on the goodwill of our volunteers, and we aim to treat everyone fairly, objectively, and consistently. We hope that you will find your role enjoyable and fulfilling. Any difficulties that occur are normally resolved easily and quickly between individuals. Managers are responsible for handling issues relating to your volunteering conduct. If you are unhappy or have a complaint, first speak to your Volunteering Coordinator.

The Complaints and BAA Procedures are designed to resolve issues in a fair and equitable manner. Volunteers were involved in drafting this process.

For the most up to date version you should check the VIP or contact your Volunteering Coordinator.

SECTION 3: Directory

Community Fundraising Supporter Care Team

The Community Fundraising Supporter Care Team is based in Atherton and assists the fundraising groups with administration, resources and equipment queries. They provide your first point of contact for your queries and will signpost your enquiry if required. They can be contacted on 0345 1430234 or by emailing the appropriate address below.

belfastgroups@guidedogs.org.uk

scotlandgroups@guidedogs.org.uk

northwestgroups@guidedogs.org.uk

northeastgroups@guidedogs.org.uk

southeastgroups@guidedogs.org.uk

southwestgroups@guidedogs.org.uk

midlandsgroups@guidedogs.org.uk

walesgroups@guidedogs.org.uk

Community Fundraising Relationship Manager

Your Volunteer Manager will be your local Community Fundraising Relationship Manager (CFRM). The role of the CFRM is to create, manage and develop community fundraising initiatives with volunteers

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as individuals or in groups, organisations, small businesses, and schools.

Name a Puppy Team

Our Name a Puppy Team look after the administrative process of one of our best-loved fundraising initiatives. They liaise with various teams to make sure the puppy is named by the donor. They collate the information for the personalised Pupdates and make sure the donors receive all their photos and information at the appropriate stages in the puppy's development.

Legacy Team

We have a Legacy Engagement Officer in each Region who host regular reception days throughout the country where supporters can find out more about our work and meet some of our guide dogs and puppies. These days helps supporters understand the life changing difference a gift in a Will can make to Guide Dogs.

We also offer supporters the opportunity to take part in our Free Wills Network which provides a chance for people aged 55 and over to have their Will written or updated for free.

Schools Team

Our cross-curricular, multimedia activities pack helps schools learn more about Guide Dogs. It includes fun things to do, posters and whiteboard materials and videos featuring young people with sight loss.

Trading Team

We have a central trading department who support those groups who wish to sell Guide Dogs merchandise. For any trading queries please contact volunteertrading@guidedogs.org.uk

Sponsor a Puppy Team

We have a central team that manages the Sponsor a Puppy product. We also use outside agencies to recruit donors on our behalf such as Charity Link

Events Team

The team support mass participation events such as London Marathon and Great North Run.

Individual Giving Team

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Our Individual Giving team use direct marketing to develop and maintain relationships with existing individual donors and to recruit new donors to Guide Dogs. This includes our National Raffle, Lucky Lottery, Sponsor a Puppy and Telephone Fundraising.

Supporter Care Line

Supporters can get in touch with our Central Supporter Care Team on 0800 953 0113 if you need to update your personal details or have queries regarding direct debits, donations, the raffle, or Sponsor a Puppy.**Guide Line**

Call our Guide Line on 0800 781 1444 to speak to an expert who can provide information and sight loss advice for yourself, your child or a family member.

Campaigning

Guide Dogs is committed to campaigning on issues that restrict the freedom and independence of people with sight loss, so they have the same rights, opportunities, and responsibilities as everyone else.

We lead the sector on mobility, access, and transport issues, working closely with people with sight loss, including guide dog owners, as well as with other organisations in the visual impairment and disability sectors, external organisations (such as transport bodies), politicians, local and central Government in all parts of the UK.

For information on all the campaigns call 01189 838 308 or visit our [Campaign pages](#)

Marketing and Communications

The Marketing and Communications Department includes PR, Marketing, Design Studio and Online Communications including:

Forward

Guide Dogs' flagship magazine is published twice a year (in summer and winter) and carries articles, news stories and features about all aspects of our work. Subscription is free and the magazine is an invaluable source of information for Guide Dogs' volunteers and supporters.

The Guide Dogs Appeal

The Guide Dogs Appeal is held every year during October to celebrate Guide Dogs' anniversary and the life changing work we do. During this

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time, every Group is encouraged to hold events in their local community in support of the Guide Dogs Appeal - this could be anything from a street collection to a fun day. For more information or to discuss ideas please speak to your CFRM.

Guide Dogs Brand

When we write and talk on behalf of Guide Dogs, it's essential that we speak with one voice. We have published a booklet called [One Voice 2022 \(guidedogs.org.uk\)](https://www.guidedogs.org.uk/One_Voice_2022).

Volunteering

Our Volunteering Office manages the volunteer application process through to completed registration.

For further information and advice on general volunteering contact the Volunteering Office on 0345 143 0191 or by emailing volunteer@guidedogs.org.uk

Volunteer Information Point (VIP)

[VIP](#) - A dedicated place for dedicated people. Guide Dogs volunteers are hugely important people, so it's key that you feel you have all the information you need. This is what the Volunteer Information Point (VIP) is all about. You'll be able to find general information on volunteering, policies and see how else you might like to get involved.

Resources

Fundraising resources and order forms are available on [VIP](#) or by contacting our Community Fundraising Supporter Care Team.

Our services

Information about Guide Dog's services can be found on our website or by speaking to www.guidedogs.org.uk/getting-support

Sighted Guide Training

If you are interested in finding out more about the volunteer role of a My Sighted Guide, please look at our website to find out more [Sighted Guide training](#).

Guide Dogs Strategy 2018-2023

Guide Dogs By My Side Strategy can be found at [this link](#).

Fundraising Regulator

The independent regulator of charitable fundraising in England, Wales and Northern Ireland. Information about the Code and how we must comply can be found on the [Fundraising Regulator Website](#).

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End of Document