

Brooke Volunteer's Handbook

For 'In Aid of Brooke' Supporters



Introduction

People in the UK are renowned for being compassionate, generous, philanthropic individuals. In fact, according to a study (Community Life Survey, Citizenship Survey 2021), more than half of the population in 2020/21 got involved with informal ways of volunteering in aid of those in need.

In light of this, the Brooke Volunteer's Handbook has been designed to provide the information and guidance to volunteers who help 'in aid of Brooke'. 'In aid of' volunteers are committed individuals who organise their own activities and act in their own ways to raise funds or awareness in support of Brooke's Mission. It has not been written for 'on behalf of Brooke' activities, such as Brooke generated events, activities which have had specific permission by Brooke to run, or events where individuals officially represent Brooke. These events will follow 'on behalf' of guidelines.

Please see section 1.4 of this handbook for more information on the difference between 'in aid of' and 'on behalf' of volunteering.



Overview of the Volunteer Handbook

This handbook is split into six sections and covers key activities in your fundraising journey, specifically:



The guidance provided here is based around charity, fundraising and data protection laws and regulations and best practices. It has been designed in a practical manner using examples and illustrations to help volunteers quickly understand its contents. It is by no means enforced by Brooke, but serves as guidance. Its aim is to help keep you, your volunteers, your supporters and your activities safe and legal.



If at any time you would like further help or guidance for your activities, please do contact our Community Engagement Team at Community@thebrooke.org.

Thank you so much for taking the time to read this and for your continued support for Brooke!

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SECTION 1: Before you begin

1.1 Welcome letter from our Chief Executive

Dear Supporter,

Thank you for volunteering with Brooke!

I often think that when we thank supporters it is hard to make it feel heartfelt and real. But I am in awe of volunteers like you who sacrifice their time and other opportunities to help organisations like Brooke. It is a selfless gesture that puts others before oneself and I want to recognise that. So this is as real and heartfelt a thank you as I can make in the introduction of a handbook. I mean it wholeheartedly.

By volunteering in aid of Brooke, not only will you take part in raising much-needed funds, but you will also help spread the word that working donkeys, horses and mules matter – that they deserve the same respect, kindness and compassion as all other animals, and too have a life worth living. Your vital support and commitment is an important step to help spread awareness of Brooke's goal to help these hardworking animals and the communities they support.

This handbook has been designed to provide you with important information, support and tools for use in your DIY activities in aid of Brooke. It is based on fundraising laws, guidelines and best practices. Please keep it safe and use it as a reference guide. It also contains information on how to get additional support should you need this.

We are excited about all the good things to come, and we hope that you will also have fun on the journey.

Best wishes

Chris Wainwright
Brooke Chief Executive



1.2 Brooke's Vision and History

Before we start, let's have a quick reminder about Brooke's purpose and its history.

Brooke's Vision

is for a world in which working horses, donkeys and mules are free from suffering and have a life worth living.

Brooke's Mission

is to achieve immediate and lasting positive change to the lives of working horses, donkeys and mules and the communities that depend on them.

Brooke's Values:

■ **Resourceful** ■ **Share new ideas** ■ **Help each other succeed**

Together we can make change happen.

Brooke's THREE Goals:

1.

To transform equine welfare in communities.

2.

To increase the visibility and inclusion of working equids.

3.

To strengthen sustainable animal health systems.

Brooke's History

1930 Our founder Dorothy Brooke visited Cairo, Egypt where she witnessed ex-warhorses in desperate need.

1931 Dorothy Brooke writes a letter to The Morning Post exposing their plight

1934 Old War Horse Memorial Hospital in Cairo was founded offering veterinary care.
Birth of today's Brooke Hospital for Animals

Today, Brooke works across Africa, Asia, the Middle East and Latin America and supports over 100 million working equids that are the backbone of communities, some 600 million people in some of the poorest places in the world. We are committed to creating a world where working animals have a life worth living. Please see Brooke's 2025 Strategy 'A Life Worth Living' for more information.

Please also take a moment to watch Brooke's brand video.

Full video



Click here for
Brooke Brand Video

1 minute



Click here for
Brooke Brand film

Check out more videos about Brooke's work. [Click here.](#)

This volunteer handbook contains key facts about Brooke which you can use in your activities. However, please feel free also to browse our [Brooke website](#) for more interesting and fun facts.

1.3 Brooke Volunteer Charter

Volunteering is about building friendly relationships, and coming together to do things that achieve shared goals, all whilst having fun. To help you do this, please try to familiarise yourself with Brooke's 'Volunteer Charter' so you understand how our volunteering goals fit in with Brooke's Values and Mission, and also see some ways in which you can support in this. We also have a section covering mutual expectations so we both know what to expect from each other, and we also cover the Five Principles of Fundraising Ethics. Please do take some time to familiarise yourself with these.

Volunteering Goal:

To have the freedom of choice to participate or give time, unpaid, in doing something that aims to deliver value to Brooke to help us achieve our vision.

Volunteering Roles:

There are no specific Brooke roles. Being an 'in aid of' volunteer you have the choice in what and how you support us. Feel free to talk to us about your ideas to support Brooke. However, below are examples of some types of roles or ways you can add value, whether you are considering fundraising or supporting to raise awareness for Brooke:

| Fundraising | Support |
|----------------------------------------|---------------------------------------------|
| Event organiser | Event organiser to raise awareness |
| Participator/Donor | Event participator (join with friends) |
| Help run the event | Influencer (social media, sharing posts) |
| Encourage others to participate/donate | Become a Brooke Champion #BrookeChampion |

Brooke support for volunteers

Brooke has dedicated staff to guide you in your activities. Our Community Engagement Team are always happy to hear from you, so please do not hesitate to contact them. You can get in touch at Community@thebrooke.org.

However, please do be aware that our Community team is small. Although we endeavour to get back to you within five working days, during busy times, this response time may be slightly longer. Please also understand that it is not always possible for our Community team to assist in all requests, so kindly discuss your needs with them.

Monitoring and evaluation of volunteer involvement

As a volunteer, occasionally Brooke may ask you for information (donation records, complaint or good feedback logs) to evaluate the success and learnings from events. This information will only be used internally to help us improve what we do and how we work with you. You are not obliged to, but may wish to provide this information to Brooke.

Mutual Expectations

Your support is invaluable to Brooke and in return we will:

- **listen** to you and **respect** your wishes, and never put you under pressure for anything.
- provide you with the **training**, support and development you need to succeed as a volunteer, answering any queries you have as best as we can.
- keep you **updated** about our work.
- be **honest and transparent** about where the money raised goes.
- keep your **personal data safe** and not share it with other organisations or people without having your consent to do so.
- be accountable and committed to best practices and to the **highest standards**.
- do everything possible to enable you to feel **comfortable and safe** while volunteering.

At the same time, we would expect Volunteers will:

- have the **free choice** to arrange or participate in volunteering activity and will receive **no financial reward** in return.
- carry out activities in **safe, secure and healthy** environments (free from harassment, bullying, intimidation, violence or discrimination) and should not pose any danger to onlookers.
- be an **advocate** for Brooke, understand our values, what we do as an organisation and act in a manner in line with our values.
- keep up to date with Brooke's **guidelines** relevant to your activity.
- participate in any **training** that Brooke provides that is relevant for your role.
- adhere to **data protection and fundraising laws and regulations** when volunteering in aid of Brooke and treat others with respect and dignity.
- **stay in contact** with your Brooke contact and share ideas and learnings, and be mutually respectful.

If you have any questions or require more support or advice regarding this Charter, get in touch with your Brooke contact.

Five Principles of Fundraising Ethics

Before we start on the guidelines, let's talk about fundraising ethics. Ethics is about doing the morally right thing. If we demonstrate the right values we can inspire the trust and confidence of others in our activities and events. We would encourage you and others to embrace and practice the five following principles.

| Five Principles of Fundraising Ethics | | | | |
|---------------------------------------|---------|-----------|---------|---------------------------------|
| Honest | Respect | Integrity | Empathy | Transparency and Accountability |

We should act **honestly** and truthfully, **respect** the reputation of Brooke, as well as for individuals and their intentions, choice and interests. We should act with **integrity**, be open and upfront with our intentions particularly around using personal data. We shall have **empathy** for others by valuing individual privacy, freedom of choice, and diversity in all forms. We should give accurate information and be **accountable** for the funds raised, costs and expenses, and for our own actions. We should be **transparent**, frank and honest in all communications, transactions and operations.

We should encourage everyone to use these same professional standards. This also applies in relation to behaviour shown towards Brooke staff.

As a volunteer, we would hope you would aspire to your philanthropic mission above personal gain and inspire others through your own sense of dedication and high purpose.



1.4 'In aid of' vs 'on behalf of' volunteering

In order for Brooke to support you in the right way, we must first help define your work. Your DIY activities and support are classed as **'in aid of' Brooke**, and this is defined in the Fundraising Code of Practice as 'a volunteer who acts in aid of an organisation in his or her own capacity'. This means:

- Volunteers do not act on instruction from Brooke
- Volunteers are responsible for their own safety
- Brooke will not be liable for volunteer's actions
- Brooke will not get involved with you in organising the activity, but we might provide fundraising materials upon request

On the other hand, fundraising **'on behalf of' Brooke** is where a volunteer will organise an activity or event on Brooke's behalf. This means:

- Brooke has control over how you fundraise/support Brooke, and how much is raised
- Brooke organises a specific, high-profile event with you to raise money
- Brooke provides free fundraising materials to support your activities or we produce posters and leaflets on your behalf

The difference is important as it affects your legal and health and safety obligations.

This handbook has been designed to **support your 'in aid of' Brooke activities**, and will provide you with guidance, information and support within this capacity. It does not cover on behalf of Brooke activities which is governed directly by Brooke staff.

As your DIY activities are considered **'In aid of' Brooke**, we kindly remind you that:

1. You as the fundraiser/volunteer organise your own activities
2. You have liability for your own and others' safety, therefore you must evaluate your activity and if needed, ensure or purchase appropriate insurance cover
3. Brooke is not involved in organising your activity, but you might ask Brooke to provide fundraising materials, and we will help where possible

This handbook does not support **commercial participators** i.e. a person who as part of their course of business, promotes goods or services on the basis that they will make donations to a charitable institution. An example is a mineral-water producer who donates 10 pence to a charity for every bottle of water it sells.

If your activity is considered a Brooke-led commercial participator, then please get in touch with your Brooke contact for further information. You can also visit the [Fundraising Regulator](#) for further guidance.

It's essential that you have a clear understanding of how to keep your activities legal and safe, therefore, please do use this guide for reference.

SECTION 2: Planning and setting up your activities or events

2.1 Training and Support

As part of your induction, you will be introduced to Brooke's work, its ethos and its values. Your Brooke contact within the Community Engagement team will be your main point of contact for this and for any queries or issues, and will also provide you with support during your time volunteering with us.

We would encourage that you use any training and the contents of this volunteer handbook to train others who may be involved with running your activities.

Online Face to Face Training

From time to time, we may ask you to attend some online training sessions (via Zoom or other platform). We welcome and would encourage your attendance, as these training sessions will provide important information around keeping you and your supporters legal and safe. As laws and regulations are constantly changing, it would be a good forum to keep up to date with these changes. It will also be a place where you can ask any questions or discuss any issues you may be having around safety or legal requirements.

In-Person Training

We may also ask that you participate in actual in-person training (we will try to coincide these with events you are present at). Feel free to attend at will, but if you are unable to do so, do not worry, please speak to your Brooke contact who can advise further.



2.2 Ideas for supporting Brooke

There are many ways you can support Brooke, from getting creative with your own ideas to simply raising awareness by telling friends about Brooke and encouraging their participation! There are also many personal benefits of volunteering such as helping to boost your confidence, giving you opportunities to learn new skills, making new friends, and crucially allowing you to do something rewarding whilst having fun with others who share your common passion.

We have a large network of volunteers around the UK who give their time generously to help support equines and their communities. You can keep updated on stories from our volunteers or learn more about our 'volunteers of the month' by [clicking here](#) or visiting www.thebrooke.org and searching on "FUNDRAISING STORIES".

For inspiration, below are some recent quotes from volunteers:



"I support Brooke because many years ago I lived in a country heavily dependent on horses, mules and donkeys to move people and goods around. I was horrified by the sight of undernourished animals carrying heavy loads who were then abandoned when they became ill, injured or old. I pledged that I would help them one day and now, thanks to Brooke, I can."

Louise from West Kent.



"We try to have different sorts of events: open gardens, visits to stud farms, bridge parties, dressage displays, dog walks, concerts, clothes and jewellery sales, line dancing, and large drinks parties – anything that people are going to enjoy and support. There are millions of equines leading such dreadful lives, and we must all try our best to help in whatever way we can".

Sandi from North Yorkshire.



"I decided to support Brooke when a flyer fell out of my horse magazine showing the plight of the Brick Kiln donkeys and horses. It made me cry. My own horses were pampered and well cared for, and these poor animals needed so much help. I set up a direct debit there and then and when I was fortunate to meet up with my local fundraising group, I was more than happy to offer my help with their events, as well as doing talks about Brooke for local groups and societies. That was over 20 years ago and the rest is history as they say."

Vicky from Warwickshire.

Fundraising ideas

- Personal challenges (climbing a mountain, running a 5k, half marathon or marathon, walking challenge or sponsored bike ride)
- Events, for example street fairs, County Shows, equine shows
- Gatherings (jumble sale, coffee morning, pub quiz, games night)
- Think about what your friends would like to do and use that as inspiration

Don't forget also to take advantage of technology for your events:

- You can set up a JustGiving Enthuse or GoFundMe page for your fundraising
- Use social media such as Facebook or YouTube to promote your events
- Use Zoom, Houseparty or Skype for activities so many others can join in by video
- For direct donations, use our [donation page](#) online

To read more about fundraising ideas [click here to view Brooke's Seasonal Fundraising Guide](#) or search "SEASONAL FUNDRAISING GUIDE" on www.thebrooke.org

[Click here](#) also to see some more ideas for "SUPPORTING BROOKE AT HOME".

If you wish, you can also participate in Brooke organised events click [Find an event at Brooke \(thebrooke.org\)](#)

Showing people the difference their donation makes encourages donations and helps existing donors feel good about their contribution. Therefore, feel free to share as many stories about Brooke success with supporters and donors, and don't forget to thank them for their support!

You can also think about who you can get involved and how to interest them. For example, your church or other religious group, your school, college or youth group, a local community group e.g. neighbourhood groups, music group, your local sports club or fitness centre, your favourite pub or restaurant.

However you choose to support Brooke, Brooke would like to thank you from the bottom of our hearts. We, along with the equids and their communities you help support are grateful to people like you, and we hope your fundraising will also be a rewarding experience for you!



2.3 Planning events

When it comes to planning your activities/events, it is always best practice to be clear and truthful about what you are trying to achieve. Therefore, clearly communicate your fundraising aims and achievements to the public, donors and supporters. This helps to build a cohesive sense of direction and team work. Please also see section 2.3.1 below for more guidance on what legally needs to be communicated to donors.

Things to note when choosing your activity/event:

- Remember to keep your activities non-political. If you wish to approach celebrities, the press, or companies to support the event, please first speak to your contact in the Community Engagement team, as we may already be in contact with them.
- Remember, others may see your 'in aid of Brooke' event as an extension of Brooke, therefore please do not carry out any activity that puts Brooke's reputation or name at risk. If you do, we may need to withdraw our support. Kindly discuss with your Brooke contact if you are unsure.

Here are 10 tips to help you plan your events:

1. **Decide what to do** – Think of something you love and make an event of it. Simple is good but that doesn't mean boring – how could someone like you ever be boring?
2. **Set a fundraising target** – Now think realistically about how much you want to raise, how many supporters do you expect to get?
3. **Set the date** – Weekday evening, a weekend or school holidays? Make sure your date does not clash with any important occasions.
4. **Chose a location/venue** – If you need a venue, book in advance and check that you don't need a licence (see section 2.4 for more info). Make sure it has access to suit everyone's needs also and a place to make drinks and/or prepare food (if appropriate).
5. **Call on your friends** – Don't try to do everything yourself. Get your friends and family to help you organise and spread the word. Make a list of tasks and decide who's doing what.
6. **Promote your event** – A few posters on local community boards or in schools make a big difference too. You can request Brooke leaflets or make your own to promote your events.
7. **Social media** – Set up a WhatsApp or Facebook group, get on TikTok and don't forget Instagram. Ask people to post updates and photos and remember to tag us. Get your fundraising noticed!
8. **Safety and Legal first** – Make sure you have a first aid kit. If you're selling food and drink, check for potential allergens so you can alert people. Also consider access requirements. Don't forget to consider your legal obligations if you are collecting people's data.
9. **Just Giving** – Create a Just Giving or another fundraising page. Write your story, telling people why supporting Brooke is important to you. Set a target, and don't be afraid to increase it to get more donations. Post regular updates on Just Giving, share these far and wide on social media and by email.
10. **Determine the items you will need on the day** – Before you start, plan what items or even help you may need. Do you need refreshments? Do you need any props for the activity? If your activity involves any risks, don't forget to check our Health and Safety checklist, or even do your own risk assessment using our template.

2.3.1 Setting up your fundraising appeal – what you must communicate

You need to be upfront with your supporters and donors about who is organising your appeal, **the purpose**, and be clear about who has **overall responsibility** and if there are any **third parties** involved. It is also important that donors know about any **expenses** that may be or have incurred as a part of the appeal (e.g. travel, third parties such as fundraising platform fees, caterers). You also need to explain to donors about your **financial targets** (see section 2.3.2), how the **money will be passed to Brooke** and how you will ensure this. You will also need to ensure that all funds raised can be **accounted for and evidence** that they have been used for the intended purpose should this be queried in the future. Donors will need to know all of this before they donate.



Finally, if you are referencing Brooke as the charity you are supporting in your appeal, you must make sure your literature includes **charity information** required by the Law: registered charity status or number, full company name and registered office if this applies (see section 5.8 Brooke Registered Charity details for this). It is vital to be transparent and gain trust.

Take care that when you set up your appeal that you are **not inadvertently setting up as a Charity or a Trust** as there are legal implications and ramifications if you do. You can read more about **'What makes a charity'** from the Charity Commission for England and Wales, or for Scotland visit the **OSCR (Scottish Charity Regulator)**, or click on **'Start up a charity'** from the Charity Commission for Northern Ireland.

2.3.2 Setting fundraising targets

When setting fundraising targets, set a time limit or a financial target. You will need to think carefully about what you will do if you raise more money than expected or if you fail to achieve your fundraising goals. You will need to **explicitly communicate in writing** (before activities begin), what you are fundraising for, what will happen if you fail or surpass your target, and how you will deal with these amounts raised.

It is also suggested that you do not state the money raised will be for a **specific purpose** (i.e. for specific use by Brooke e.g. for donkeys working at Brick Kilns in Pakistan). If you wish to state the raised funds will be used for a specific purpose, please note that **Brooke can only ring-fence gifts that are worth £5,000 and above for restricted purposes**. If you want to do this, please inform your contact in the Community Engagement team, giving them details on the amount, the restricted purpose, and the channel/date to expect the donated funds.

2.3.3 Maximise your fundraising – Gift Aid

Don't forget to ask your supporters also if they can Gift Aid their donation. This allows us to claim 25% extra on top of your donation from HM Revenue & Customs.

Gift Aid withholds the long-standing principle of not taxing money donated to good causes and acts as a recognition of the role and worth of charities in society.

Gift Aid is one of the simplest and most effective ways of making donations go even further – every gift can be worth 25% more at no extra cost to the donor or to Brooke.

For example a £40 donation becomes £50 with Gift Aid (at basic rate tax of 20% + 5% Government top up for Gift Aid).

A higher rate (40%) tax payer donating £40 can reclaim the same tax relief plus an additional tax relief of 20%. This means an extra £12.50 by simply providing their details on their self-assessment tax return.

The Government's Gift Aid scheme allows Brooke to reclaim Gift Aid on every eligible donation received in the past four years and on future donations, for UK tax paying donors who complete a Gift Aid Declaration form. A completed Gift Aid Declaration is key.

Collecting Gift Aid can seem daunting or tedious, but understanding the basic process helps. The fundamentals for collecting Gift Aid are:

- Individuals only, who pay UK income or capital gains tax (not company donations nor from business accounts)
- The donations need to be voluntary. Gift Aid cannot be claimed on entry fees, purchases, payments for entering competitions and not where a benefit of more than 25% of the donation value is given to the donor. For more info on benefit rules visit

HMRC's chapter 3: Gift Aid – GOV.UK (www.gov.uk)

- **Record keeping is key.** A **Gift Aid Declaration** needs to be completed by each donor (in their own handwriting or online) stating how much they are donating, their full name, home address and the date. Couples will need to complete a declaration each, even if they are giving from a joint account.

If you would like to obtain a Gift Aid declaration form template from Brooke, please speak to your Community Engagement Team contact.

Collecting donations with Gift Aid online using **Enthuse** and Justgiving sites is super simple (Gift Aid applies to Fundraising Pages and not Crowdfunding pages).

Events

There are obvious events where the donations raised do qualify for Gift Aid, such as sponsored non-uniform days, sponsored sporting events and free entry events. The rule of thumb is if the donation isn't linked to providing the donor or their family with access to services/equipment/facilities/items of value, it usually qualifies for Gift Aid.

Charity Auctions

Charity auctions are fun, live events that are a regular feature at charity fundraising. However, there are certain limitations on applying Gift Aid to monies raised.

The only way you can apply Gift Aid on an item bought in a charity auction is if the donor is made aware of the retail cost of the item (the value of the benefit) before they make their bid. Anything over the retail amount qualifies for Gift Aid.

In some auctions, supporters might bid on services which donors promise to carry out, like car washing or babysitting. Again the donor must be made aware of the equivalent retail value of 'promises' (if it's commercially available) in order for them to be eligible for Gift Aid.

GASDS

In cases where the value of individual donations are small (under £30) it may be eligible for the Gift Aid Small Donation Scheme (GASDS). GASDS is a Gift Aid-style top up on donations of £30 or less made by individuals in cash or by contactless payment. It's intended for when it's difficult or impractical for the donor to complete a Gift Aid Declaration i.e. at an event or in street collection.

You do not need a Gift Aid Declaration to claim so it's not linked to donor's tax affairs. It is at the same rate as Gift Aid so 25p for every £1 donated.

Brooke can claim up to £2,000 per tax year under the small donations scheme.

If you want us to claim Gift Aid top up on your cash or contactless collection then please follow the instructions below:

Donations must be:

- Collected and banked in the UK
- From individuals only and not businesses or companies
- Where no benefit was given to the individual

Record keeping is detailed but not difficult. Use the counting sheet to tell us:

1. Collection date
2. Amount raised (use the cash counting sheet)
3. A note of any donations/bunched notes that exceed £30
4. Date & proof of payment made to Brooke (for cash a paying in slip)

Please then post to Brooke the cash counting sheet, any contactless machine receipts (if you can provide) and send the donations to Brooke referencing your Brooke Unique Reference Number (URN) & Name.

Please contact our Community Engagement Team at Community@thebrooke.org for the cash counting sheet.

Brooke will then submit all eligible donations up to the max. limit of £2,000 for that tax year.

GASDS Q&As

1. If someone gives £10 for a stall item selling for £5 and asks that the remaining £5 is a donation is that eligible?

Yes the £5 donation can go into the small donation scheme for Gift Aid.

2. Does a collection bucket in a church/community/school as part of an organised event count?

Yes as long as the donor doesn't receive anything of value in return. A sticker or badge of negligible value is OK. If unsure please contact your Community Engagement Team contact or the Brooke Supporter Care Team.

3. How will I know whether, say, a £20 note and a £20 note are part of the same gift?

The donation should only be regarded as being over £30 if you have evidence to show this – if for example there was a £50 note (a rare sighting!) or the notes were contained in an envelope, or banded together. Donations over £30 are not eligible for GASDS, so please note this on the cash counting form.

And there you have it, some rules and regulations on collecting Gift Aid on behalf of Brooke. If you're still unsure about what does or does not qualify for Gift Aid, then you're in luck. Simply get in touch with your contact in our Community Engagement team to find out how we can help you make each donation count.

Please ensure you are using Brooke brand materials at your event. Please contact the Community Engagement Team to request the latest Gift Aid, donation or sponsorship forms. Thank you!



2.3.4 Registration

For events which require pre-registration and collection of personal data, a DPN (data privacy notice) will be required. The collection of this data can be on physical forms or can be an electronic form. It is vital to ensure:

- you only collect the minimal data that is needed for your purposes (nothing excess, e.g. Date of Birth should not be collected if it is not required).
- the DPN should give information to individuals so they can acknowledge how you will use/process their personal data and give them the option to opt-in/out of sharing their data with you and/or Brooke.

See section 3.3.8 on 'Writing a DPN'

See sections below for more guidelines around choosing a venue, promoting your event, social media, health and safety, data protection and fundraising platforms.

For more guidance around event planning overall, here is a useful guide from the Government, click to view: "Organising a voluntary event: a 'can do' guide".

2.4 Permission/licenses and Location

2.4.1 Permissions and licences

You're likely to need a permission or a licence if you are:

- Holding any activity on a **public location/site**, e.g. public collections, street fundraising will need permission and/or a licence from the local authority or council, please check directly with them.
- **Providing alcohol or entertainment** (including recorded music) – please check with the venue and the local authority.
- **Holding a raffle or lottery** – there are strict rules laid down by the Gambling Act 2005. Refer to the Gambling Commission's guidance at www.gamblingcommission.gov.uk, and [here](#), specifically for lotteries. See section 2.5 'Raffles and Lotteries' for more guidance around raffles and lotteries, off and online.
- Putting up **banners or signs in public areas** – public sites, such as the street, you will need the permission of the local authority. For private sites, please check with the venue manager/owner.



2.4.2 Location

If you hold an activity or event on private land or on bookable private sites, please ensure that the owners or manager are aware of you and your activity, and inform them if there are any changes to your plans e.g. you have a change of venue, location, times or dates. Other points to consider:

- Is there **equal access** for all (particularly for older people or individuals with specific accessibility requirements), even if an event is being targeted at a specific group of people. Please be upfront about the **environment or terrain**, e.g.
 - Is there far to walk?
 - Are there steps involved?
 - Any seating?
 - Plans for extreme weather?
- Ensure that the venue complies with all **health and safety regulations**.
- Ensure the venue is of a **suitable size and capacity**, taking note of any restrictions.
- Consider the **environmental impact** the event will have on its surroundings.
- Assess what **equipment**, including catering requirements, will be needed at the event. Specialist equipment requires expert installation.
- Consider whether the provision of **childcare facilities** is necessary.
- Take into consideration **access issues** including for the elderly or disabled, vehicles, local transport and adequate parking.
- Take into consideration the need for a loop system for those **hard of hearing** and also consider the needs of those who are **visually impaired**.
- Consider the availability of **local emergency services** and whether **first aid** provision is necessary.



You must **keep a record of all your bookings**, including the full name of the person who you made the booking with and the dates/type of activity agreed. These records must be kept for at least 28 days.

School events

If you hold school events or events targeted at children, you must have prior consent in writing from the lead teacher and have communicated to the children and their parents. To photograph children at an event, you'll need approval in writing from their teacher and parents.

Public places

We do not advise that you collect money door to door or hold fundraising events in a public place. If you do choose to do so, you'll need a licence from your local authority or council (please take a look at your local authority's website for more information).

2.5 Raffles and Lotteries

If you choose to run a raffle or a lottery both off or online, there are strict rules directed by The Gambling Act 2005 and the Gambling Commission. You will need to check to see if any permissions or licences are required or any fees payable. For more guidance on this, visit www.gamblingcommission.gov.uk, and at **Lotteries and the Gambling Act 2005**.

Other Gambling Commission requirements which you must follow:

- Lotteries can only be run either **to raise money for good causes or for fun**. They cannot be run for private or commercial gain.
- A private lottery can be used to raise money for your group, as long as the **money is spent on a relevant cause** (e.g. in aid of the Charity Brooke).
- The **lottery can't be the main reason for holding the event**. It must take place alongside a commercial or non-commercial one-off event (e.g. a quiz).
- Tickets can only be **sold at the location** of the event and **whilst the event is taking place**.
- You **must provide physical or online tickets to the people playing**. You should **keep a record of all chat bids/tickets**, and be able to **identify** which ones are the winning tickets.
- The rights created by the tickets are **non-transferable** (i.e. once purchased you cannot pass them to another person, or sell them to others for a profit).
- The organiser is permitted to take up to **a maximum of £100 from proceeds to cover expenses** to run the lottery. For example, costs for printing tickets or hiring equipment.
- You can take up to a **maximum of £500 from proceeds to pay for prizes**. Prizes can also be donated; there isn't a limit on how much donated prizes can cost (e.g. donated by the organiser).
- Prizes **can't rollover** from one lottery to another.

2.6 Working with Third Parties

The Charities (Protection and Social Investment) Act 2016 states that a third party (may be an organisation, a company or an external party who is providing you with a service), whether it is paid for, or is free and is settled via mutual gains, you **must have a written agreement** with them. For example, you may partner with another volunteer group on an event, or it could be a catering provider. These third parties do not include commercial participators who donate to charity using funds gained through their course of business.

If you work with a third party to carry out in aid of fundraising activities a written agreement should cover:

- Any fundraising standards that the party has committed to be bound by.
- What the mutual benefits and obligations around sharing and processing data are, and time frames for data retention (how long you shall both keep people's data for).
 - A general rule of 90 days retention for third parties (from end of processing) should be built into the agreement.

- If third parties share their data with Brooke or are collecting data on our behalf at an event, how they will protect the personal data collected.
- The arrangements in place that will enable the volunteer fundraiser (you) to monitor compliance with the requirements in the agreement.

2.6.1 Checklist for third party partners:

- ☐ Are in Brooke's best interests
- ☐ Appropriate due diligence is undertaken (e.g. check they are legitimate, evidence they can comply with written agreement?)
- ☐ Brooke's fundraising values and expectations are communicated
- ☐ If there are costs, they are justifiable, can be explained and clearly apportioned to parties
- ☐ Proper control is kept of the money raised
- ☐ An agreement is in place for processing, sharing personal data for mutual benefit, and deleting data
- ☐ Procedures are in place to collect, process and protect personal data
- ☐ The fundraising communications to be used are reviewed (incl. solicitation statements, DPNs)
- ☐ Compliance with the agreement is monitored
- ☐ Any conflicts of interest are recognised and dealt with

2.7 Health and Safety

As a Volunteer, please note that you take full responsibility for the health and safety of all participants at your events. Using our **health and safety checklist** in the 'Tools' section 5.1 can help ensure that you are taking the appropriate steps to uphold the safety and wellbeing of everyone involved.

Other health and safety guidelines:

- If you're holding a public event you might need to provide first aid. Visit the **British Red Cross** website or **St John Ambulance** website for advice.
- If you're serving food, please make sure you prepare and serve it in a safe way. Here's some good advice around food preparation from **The Food Standards Agency**.
- Consider the availability of **local emergency services** and whether **first aid** provision is necessary.

2.8 Insurance

Although it is not a legal requirement, but to give you peace of mind, Brooke has chosen to take out Public and Product Liability Insurance cover for 'in aid of' activities. This policy covers instances where Brooke or Volunteer groups/individuals face legal liability as a result of some aspect of negligence which led to injury or damage to third parties. However, please note that this cover does not include claims or losses directly or indirectly due to any of the following products:

- a. Pharmaceuticals, medical or health products designed for use on or in the person;
- b. Fertilisers, pesticides, fungicides, animal feeds;
- c. Cigarettes or tobacco;
- d. Liquid or gaseous fuels, gas appliances, flammable liquids (other than alcohol) and any appliances that contain or use flammable liquids;
- e. Electrical appliances other than battery operated appliances;
- f. Upholstered furniture or bedding; or
- g. Children's toys or children's clothing except children's toys or children's clothing supplied and made by any employee to raise funds for you.

Please try to steer clear of or minimise exposure to the above products at your events.

Insurance is a fall back mechanism, we want to ensure that health and safety is always at the forefront and prioritised when organising activities. We would therefore encourage you to use the health and safety checklist and conduct a risk assessment (see Guidance in section 2.8.1 and Tools in sections 5.1 and 5.3) for each of your activities/events. Try to anticipate and put in place controls and safeguards to minimise any foreseeable risks, particularly if any of the products in the list above are used at your events. Safety First!



Also note, sometimes another body like a local council, a private landowner you have a contract with or permission from for your activity, will require you to have public liability insurance. If so, please ask why they are requiring this because it is not compulsory by law. Sometimes signing a disclaimer will be adequate, or check with your Brooke contact or our Legal Team to see if the Brooke Public Liability Cover is sufficient.

Please take time to consider your position. Brooke does not accept responsibility or liability for any loss or damage, or for any result of negligence (except death or personal injury caused by Brooke negligence).

If there are any specific queries regarding Insurance, please speak to your Brooke contact in the Community Engagement Team. Or you may email our Legal Team directly at Legal@thebrooke.org

2.8.1 How to conduct a risk assessment

There is a **risk assessment template** you could use in the 'Tools' section 5.3 of this handbook. This analysis should give you an overview of the risks, and help you identify the need for public liability insurance. You may find it useful to write down your thoughts and decisions into this grid which includes what the hazards are, and what you will do to avoid them:

1. Think about each element of your activity/equipment/venue and think about what could go wrong (i.e. what are the risks, high or low, of someone being harmed by a hazard, and how serious could that be?).
2. Next, think about what you could do to avoid each of these incidents (see some suggestions below).
3. Then write down your decisions, explaining how these could control the risks and make your event safer.
4. Finally, make sure you include things you have already planned to do (e.g. if you are already planning to use soft mats in front of the bouncy castle, you should still include this in the risk assessment).

Some suggestions to help minimise risks in your activities include:

- providing information or training;
- changing how the activity is carried out;
- providing more supervision;
- changing how things are done;
- providing protective clothing or equipment; or
- avoiding an activity if it has been found to be too hazardous.



2.9 Promoting your event

Promoting and publicising your activities and events through word of mouth or even via local newspapers, radio and online can help raise awareness, increase the profile of your group and attract new volunteers and supporters. If you do decide to place any adverts, please ensure they are legal, decent, honest and truthful.

Try to make sure your communications are suitable for the people they are aimed at, and that it does not contain anything that is likely to cause serious or widespread offence, cause fear or distress (you should give warnings about any material people may find shocking).

2.9.1 Promotional materials

- You may wish to **create your own** promotional material (leaflets, guides, signs).
- We can provide you with our **Brooke 'in aid of' logo** for your materials. Please email the Brooke materials application form (see Tool 5.4) or speak to your Brooke contact.
- Please ensure that all your activities **make it clear that you are fundraising 'in aid of Brooke'**, and that you do not represent the charity in any form or manner.
- Please use the name: **'Brooke – Action for Working Horses and Donkeys'**
- If you are referencing Brooke, you must make sure your literature **includes charity information required by law**, for example, registered charity status or number, full company name and registered office if this applies. See section 5.8 Brooke Registered Charity details.

2.9.1.1 Brooke promotional materials

Brooke has a limited amount of materials (leaflets, posters etc.) which may be suitable for your activities and events. Brooke leaflets may be requested. These give supporters information about Brooke, and includes a tear-off donation slip which can be posted back to Brooke. If you wish to make use of Brooke's other promotional material, please check the **Brooke materials application form** in the 'Tools' section 5.4 and return it to your Brooke contact.

2.9.2 Emails

To comply with the UK GDPR (General Data Protection Regulation) law, we must follow the rules around sending, receiving, storing and sharing emails in your volunteering work.

There are strict rules around what we can and cannot do with email addresses, as these are categorised as personal data and is restricted specifically to the data collectors' use and to the purpose it was collected for. Hence, Brooke is **unable** to share email addresses for you, or share our supporters' emails/details with you.

When using emails to communicate, please take note of the following:

- If you intend to email more than one person, where the recipients do not know one another, always use the **'blind carbon copy' (bcc)** function, so other's email addresses are not viewable by all.
- Consider **password-protecting** electronic documents containing personal data before sending on, and send the password in a **separate email**.
- You must **store written and digital communications securely and never share** them with third parties. Only share an email with another Brooke volunteer if you need their help to reply to it.
- You do not use a person's email address to communicate with them **unless they have agreed** for you to do so using a DPN (see section 3.3.7). If a supporter emails your group, this does not mean you can use their email address to contact them about other matters.
- You must **offer people the option to opt out** of receiving written and digital information from you. **Please explain on the bottom of your emails the process to unsubscribe from your communications.**

- **Beware of phishing /spam emails** claiming to be from a legitimate party e.g. a bank, a courier, or even from a friend or supporter! Don't click on unfamiliar links or call numbers without checking they are genuine.

Please also see section 3.3.1 – Guidelines to keeping personal data secure.

2.9.3 Images, Stories and Logos

The UK GDPR applies to images and stories (often called 'case studies') too. Images and stories may be used in your advertising, publicity, newsletters, leaflets and websites. You must meet trademark and copyright laws by obtaining prior permission from those who hold the rights to images and logos.

- If you want to use any images of individuals in your promotional material, please ensure that you have **received prior consent from them in written format**, before doing so. You must specify to the person how their image or story may be used, and for how long. Keep this consent on file until one year after the last use of the image or story.
- See section '3.3.9 – Taking Images at Events' for the text to use for obtaining **written consent** for taking images at events.
- If you wish to use images obtained online in your promotional material, please first check that there are **no copyright issues**. Here is a [useful blog](#) which gives you key guidelines on using online images.
- It is best practice to not use and keep consented images that are older than five years. Brooke also follows this rule for all case study and imagery material collected.
- If you would like to use the **Brooke 'in aid of' logo**, please email or speak to your Brooke contact and state what it will be used for.
- Please do not use any images of **Brooke's high profile supporters**.

When is written consent for images not needed?

If you are taking photos of crowds or large groups of people at events or meetings, then you do not need to obtain consent. Nevertheless, it is good practice to let those being photographed know why images are being taken, so you can give them the choice to pull out.

If a person is seen close up, and can be easily identified, they must give written consent.

2.9.4 Online and Social media

If you decide to set up your own website or social media pages, you need to meet Privacy and Electronic Communications Regulations 2003 (amended in 2011) and wider data protection requirements.

Website

If you set up your own fundraising or volunteer webpages online, you must:

- Make sure that your **contact information** is easy to find on your website.
- If you have set up a website, let users know if your **website uses cookies**. You will need to explain simply the purposes of your cookies and obtain consent from the user for your use of them, this decision is then informed.

- Clearly explain how you collect and use personal data, for example, through a **Data Privacy Notice (DPN)** or **Privacy Statement**.
- Make sure all information about how you collect and use personal data is easily accessible from the website's home page and any page which collects personal data (provide a **link to your Privacy Statement**).

Social media

For other social media e.g. blogs, Facebook, Twitter etc.

- Please be aware that people may associate you, your profile and any comments you or others make about Brooke as originating from Brooke itself. To avoid confusion, for general personal social media updates please consider **using a disclaimer** like *"the postings on this site are my own and do not represent the position, strategy or opinions of Brooke"*. Please always write in the first person.
- Be **personally responsible** for the content you publish on blogs, social media sites or any other form of user-generated media. Please keep in mind that content on the internet can quickly spread. If you are about to publish something that makes you feel uncomfortable, please review it. If you are unsure and it is related to Brooke please speak to your Brooke contact.
- Even if you act with the best intentions, please remember that anything you post on social media about Brooke can potentially harm the organisation. **Please act responsibly**. If in doubt, please discuss with your Brooke contact.





SECTION 3: Running your event

3.1 Conduct and behaviour

We want to make sure that you have the right setting for your activities. It is imperative that you ensure everyone understands and is able to abide by their legal obligations, with particular respect to, but not exclusively, protecting data and IT security, safeguarding, health and safety, equality, diversity and inclusion.

In England, Scotland and Wales, you must meet the Equality Act 2010 (so far as it applies in the area in which you are fundraising) and you must make 'reasonable adjustments' to meet the needs of all involved. In Northern Ireland, you must not discriminate against people with characteristics that are protected under the laws of Northern Ireland. You can get more information from the Equality Commission for Northern Ireland.

You must not discriminate against the following characteristics:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

To understand more on the meaning of the above protected characteristics, visit the [Equality and Human Rights Commission website](#).

Equality and Diversity

Volunteering is open to all. Please treat supporters fairly and with respect, and you must make 'reasonable adjustments' to meet the needs of all participants. E.g. changing the times/locations of when events happen, providing extra aids or services such as using ramps, giving extra training for helping the vulnerable, having services to ferry individuals if there is a lot of walking involved.

Safe Volunteering Environment

The physical and emotional risks of volunteering are identified, minimised, and covered by adequate insurance. Please see sections on Health and Safety, Insurance and Safeguarding.

Behaviour when fundraising

You must:

- Treat the public fairly and with respect, and take care to never pressurise anyone into giving, particularly those who may be considered vulnerable.
- Not act dishonestly, manipulatively or deliberately make the supporter feel guilty or anxious when fundraising.
- Not act in a way which may damage the reputation of Brooke, e.g. behave aggressively, use drugs or drink, or exploit your position for personal gain.

We believe that fundraising should always be a positive experience; an action that enables the public to engage with and support the causes that really matter to them. Be sure to uphold the Five Principles of Fundraising Ethics in your activities.

[Click here](#) for more information on the standards for Fundraising behaviour from Fundraising Regulator's Code of Fundraising Practice.

3.2 Safeguarding

Safeguarding ensures that your activities are run in a way which actively prevents harm, harassment, bullying, abuse and neglect of any individual. This is so that people are kept safe and content. The following guidance will help you recognise if someone is vulnerable or is being abused or neglected, and also gives guidance on how to respond appropriately and effectively. It also covers requirements for children under the age of 16.

3.2.1 People in Vulnerable circumstances

We all have a duty of care towards people who may be considered vulnerable. We need to recognise the increased risk of potential harm (for example sexual, emotional and financial abuse) to those individuals, as they may not be capable of protecting themselves. Get to know individuals in your conversations and try to look out for signs or indicators:

- any physical or mental-health conditions;
- any disability;
- any learning difficulties;
- been facing times of stress or anxiety (for example, following the death of a loved one or redundancy);
- made/wanting to make a donation which is likely to affect their ability to sufficiently care for themselves or leave them in financial hardship;
- limited ability to communicate effectively and understand what they are being told;
- appears to be the influence of alcohol or drugs;
- the person's age (see next section for under 16 year olds)

If you do identify a person considered to be vulnerable, you must:

- Take all reasonable steps to **ensure that they understand** the information and any donation that they are asked to make.
- Take into account **their needs or/and give extra care and support** so they can make informed decisions.
- **Not exploit** their trust, lack of knowledge, apparent need for care and support at any time.
- **Not take a donation** if you know, or have good reason to believe, that the person is vulnerable and lacks capacity to make an informed decision to donate.
- If a donor makes a donation whilst not being in the capacity to make an informed decision, you **must return the money to them**.

To help those considered to be vulnerable make an informed decision about donating, you may want to:

Speak clearly and simply, repeat information; be patient and not rush the individual; provide alternative formats of fundraising materials (e.g. different language, larger font size, different formats); delay your acceptance of gifts so they have further time to consider; include a 'cooling off' period to allow the donor time to change his or her mind; and suggest that the donor gets advice from family/friends.

When faced with people considered vulnerable, please ensure they are treated with respect and sensitivity. It helps to be: Empathetic, Compassionate, Inclusive, Ethical and Responsive.

3.2.2 Children under 16

- If any children under the age of 16 are involved with fundraising in any way, please ensure that you have **permission** from their parent or guardian, and put in measures to ensure they are properly supervised by a responsible adult.
- Children should **never approach strangers** for fundraising.
- You must not give children overall responsibility for **handling money** or responsibility for counting collected money.
- 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.

3.2.3 Safeguarding Policy

In order to ensure you and those helping you run fundraising activities are safeguarding the vulnerable, we recommend that you put together a **simple safeguarding policy setting out the rules**. This policy should be reviewed by all those helping to run your event, and also made available for supporters to see if requested. Some things you could include are:

- a statement of your commitment to safeguarding.
- a code of conduct setting out expected standards of behaviour and the procedures to protect children and vulnerable adults

- descriptions of how to recognise abuse
- information on lines of responsibility and how those working with vulnerable adults or children are monitored and supervised
- clear steps for how anyone can raise a concern and how these should be recorded and dealt with
- a whistleblowing procedure (i.e. how to report an issue about a volunteer)
- brief explanation of how personal data will be used
- explanation of the procedure if you wish to take images/photos during the event

We recommend that you **review your policy** for relevancy for each activity you organise.

3.2.4 Safeguarding Responses

If someone discloses to anyone else in your group that they are being abused, the response we would advise is as follows:

- Always make sure the person speaking up feels they are being **listened to and supported**
- Don't promise to keep information **confidential** between you and them
- Ask for the person's **consent** to share the information. If they refuse and you are still worried that they or someone else is at immediate risk of harm, you cannot wait for this consent. You must share this information with the safeguarding lead.
- Write a **clear statement** documenting what you have been told, seen, or heard.
- Tell the designated safeguarding lead or the organiser (unless that is the person implicated) about the concerns so that it can be evaluated and seek to take **appropriate actions**

For more Safeguarding statutory and non-statutory guidance, please visit **Charity Commission** for England and Wales. For more key statutory guidance around children, please see '**Working together to safeguard children, March 2015** (to be updated in 2018). For vulnerable adults, the key statutory guidance is '**Care and support statutory guidance, 17 August 2017** and **Safeguarding Vulnerable Groups Act 2006 (SVGA 2006)**.

3.3 Keeping personal data secure

It may seem onerous, but in the UK we have some very strict Data Protection rules, which must be followed. If you are collecting supporter data, you will be considered a data controller, and you're responsible for meeting the requirements set out by Law. The following section provides a lot of information to help you understand and navigate around these requirements. However if you do have any queries or are unsure of anything, please feel free to contact the Information Governance team at Brooke, who would be happy to advise.

In order to protect individuals' personal data and uphold their privacy rights, you must adhere to the requirements of the DPA (Data Protection Act) 2018 and the UK GDPR (General Data Protection Regulation). You must keep personal data safe and secure, and most importantly, ensure the data is **stored securely**.

3.3.1 What is personal data?

Data or personal information refers to information that can be used to identify a living person. This could be name, address, phone number, email and date of birth. It is important to distinguish whether personal data collected belongs to you personally or to your fundraising group. Any personal data collected for/from your 'in aid of Brooke' activities should only be used for that purpose, you should not use it for personal reasons. (see section 3.3.8 – Writing a DPN).

In addition, the GDPR has also identified 'special category' data which is more sensitive in nature, hence we need to be extremely careful when processing this type of data. Examples include information around health, sexual orientation, ethnic origin, religious beliefs. Unless absolutely necessary, **we do not advise that you collect special category data**. If you must, please refer to the **UK GDPR** and specifically **ICO's requirements for special category data** (click on links).

3.3.2 Why is it important to protect data?

As you will be collecting personal data from individuals, you will be considered a 'data controller', and under the law, data controllers will be obligated to ensure that the personal data is:

- Fairly, transparently and lawfully processed
- Processed only for specified purposes
- Adequate, relevant and only limited to what is necessary
- Accurate and kept up to date
- Not kept for longer than is necessary
- Processed in accordance with the rights of the data subjects
- Kept secure from unlawful access, processing, loss, destruction or damage (both technically and procedurally)
- Not transferred outside of the EU without adequate protection

When collecting personal data, please be mindful of the above requirements. You should only collect the **minimum needed** and not collect personal data 'just in case', or that it 'might be useful' in the future.

3.3.3 Guidelines to keeping personal data secure

- Take care when **printing and photocopying** (e.g. you have not left anything behind)
- Check letters for **accuracy** (personal details, is it in the correct envelope?) before sending
- Include a **return address** on your envelopes (if it ends up at the wrong address, it can be returned)
- When disposing, **shred all documentation** containing personal data
- **Switch-off autofill** in your email settings (to avoid sending an email to the wrong person!)
- **Close your messages** when screen sharing or presenting online
- **Lock your laptop screen** when you're away (to avoid others getting to any personal data stored)
- Do not save personal data on portable devices (USBs) or on laptops that are not **password protected**
- **Don't share passwords** with anyone
- Send electronic documents securely (consider **password-protecting documents** with personal data)
- Send passwords to protected documents in **separate emails**
- Keep your **IT security software** up-to-date e.g. anti-viruses

NOTE: Criminals will contact you by email, text or phone to try to trick you into disclosing information or parting with money. They will pretend to be someone you trust or know. In these circumstances, stop and think – is it unsolicited, is it suspicious? If so, don't click on a link or call a number without first checking it is genuine. Instead, visit the official website or contact the person separately to check before taking any action.

The following sections give you an understanding of the key definitions and requirements for data protection. Please try to apply it to all your events and activities. We also suggest that you familiarise yourself with the law by visiting the Information Commissioner's Office (ICO) website at **DPA 2018** and **UK GDPR**.

3.3.4 What is data processing?

Data processing includes anything we do to, or with, personal information, such as filing, reading/ accessing, using, copying, checking and sharing data. Data processing also covers simply storing and accessing data, even if nothing is done with it.

3.3.5 What rights do we all have around our data?

Under the GDPR law, we all as individuals (including your supporters) have:

- The right to be informed – being told what data you hold about them and what you do with it.
- The right of access – being able to request a copy of their data you hold.
- The right to rectification – being able to have inaccurate data corrected.
- The right to erasure – being able to ask you to delete / destroy their data.
- The right to restrict processing – being able to limit the amount or type of data used.
- The right to data portability – ask to move their data electronically to another group or organisation.
- The right to object – being able to request you stop using their data.
- The right related to automated decision making and profiling – refusing automation and profiling.

3.3.6 What if someone wants their data deleted or exercises another right?

From the above, you can see that there are many rights individuals have around their data. These individuals are also referred to as 'subjects' or 'data subjects' and when they exercise a right, these form subject rights requests.

You may be asked by your supporters to delete the personal data you hold on them, or to provide a copy of all the information you hold on them (although the latter may be unlikely). Someone could simply state "I no longer want to hear from you about your activities, or please take me off your email list" and it can be a verbal or a written request. These are called 'subject access requests' and 'subject erasure requests'. If you get these requests, you should carry out the request **within one month**. Safely destroy any hard copies of personal data you hold on them, as well as all electronic records.

However, if your supporter wants Brooke to erase all their data, or to provide a copy of all the data that Brooke holds on them, ALL requests must be directed to our Information Governance Team inbox as soon as possible at Dataprotection@thebrooke.org

We kindly remind that all Brooke erasure or access requests are emailed to the Information Governance team as soon as they are received, as the clock starts ticking. There is a **ONE MONTH deadline** to complete (from when the request was received) enforced by the UK GDPR.

You may be contacted by the Information Governance Team if they receive a subject access request. If this happens, you must provide copies of the personal information held by your group about the individual who has made the request. For data erasure requests, you must delete or securely destroy all their personal data.

Do not worry if this sounds complicated, if you have any questions, contact our Information Governance team who would be happy to help.

3.3.7 What to do when collecting personal data?

When collecting personal data any processing of it must adhere to the GDPR principle of "Lawfulness, fairness, and transparency". It should be transparent to individuals how personal data concerning them is collected, used, consulted, or otherwise processed and to what extent it will be processed.

If you need to collect personal data when organising your activities (e.g. registration, sponsorships, accepting donations); Events and classes (e.g. accessibility requirements); Hospitality (e.g. dietary requirements) or Transport (e.g. collection arrangements and mobility needs), you will need to show a **Data Privacy Notice (DPN)**.

A DPN should be added to all material collecting supporters' personal data, so that they can consent to (often by ticking a box) giving you their data for your specified use (see section 3.3.8 Writing a DPN). If you are using a Brooke leaflet, a DPN will already be on there. After your event, if you plan to share the data with Brooke, please state this purpose in your DPN and also add a link to **Brooke's Privacy Statement online** to your form.

3.3.8 Writing a DPN (Data Privacy Notice)

How/what you write in your DPN is by no means stipulated by Brooke. Crucially, the DPN must make the individual fully understand that their action will be taken as consent, as well as understand exactly what they are consenting to. An action could simply be ticking a box, clicking on an icon, sending an email, subscribing to a service, or providing oral confirmation.

For more information from the ICO on lawful bases, [click here](#).

Your privacy notice needs to include people's right to withdraw consent too and give them easy ways to do this. Also tell people how they can complain if they've got concerns about the way you're using their information.

You can only contact the individual for the purposes they have consented to. If you need to change this, you must notify individuals in advance and re-obtain consent. Make sure you keep a record of consent given by each supporter; this shows that you have their permission to contact them via the method(s) chosen, in case they interrogate you on this in the future

Please refer to the **ICO section on writing a DPN**.

It should also be positioned directly before or after the data collection element of your form. You should also state the individual has the **right to withdraw** their consent at any time, and **give them easy ways to do this**.

You can only contact the individual for the purposes they have consented to. If you need to change this, you must notify individuals in advance and re-obtain consent.

Make sure you keep a record of consent given by each supporter; this shows that you have their permission to contact them via the method(s) chosen, in case they interrogate you on this in the future.

[Click here](#) for more guidance from the ICO on writing a DPN.

3.3.9 Permission if taking images at events

If you wish to take images at your events, it is best practice to inform attendees beforehand (in the DPN on registration), alternatively you can do so at the event. We suggest that you add a standard notice to the materials used in the event, for example:

- *Please note that photographs may be taken during the event for fundraising, publicity or other purposes to help achieve our fundraising aims. Image usage may include (but not be limited to) use in printed and online publicity, social media, press releases and fundraising materials. **If you would prefer not to feature in these** please contact me either before or during the event and I will ensure you are issued with a sticker on the day, this will prohibit any photos being taken of you.*

Please amend the above notice to your purposes, as needed.

3.3.10 What if there is a data breach?

A data breach occurs when someone's personal data has been compromised or mishandled (includes unlawful destruction, loss, alteration, unauthorised disclosure of, or access) and the data is at risk of potential identity theft, fraud, or other malicious activity. For example, an email was sent to the wrong person, a laptop was stolen from a car or you've lost files because of a flood.

If you feel a breach has occurred please contact the Information Governance Team at Brooke IMMEDIATELY for further support. We can then advise on how to proceed. You can also refer to the [ICO's SME web hub](#) for more information.

Please note, not all data breaches are severe enough to require reporting to the ICO, but the law requires us to report any notifiable breaches within 72 hours after becoming aware of it. So let us know as soon as possible!

For more information on data breaches please refer to the [ICO's 72 hours – how to respond to a personal data breach](#).

3.3.11 Data protection for GDPR – eLearning

We may ask you to complete our Data protection for GDPR eLearning, or ask you to attend an online or face to face training session from time to time, even if you have completed previous data protection training.

This handbook covers the basics of data protection, for more detailed information, please refer to the guidance from the ICO on [DPA 2018](#) and [UK GDPR](#).

3.4 Collecting Donations

3.4.1 How to collect donations

Below are some guidelines for the different ways of collecting funds from donors and sponsors. We would encourage donors if they are able and happy to give regular gifts, e.g. via direct debit. Charities will have a direct debit form which you can use at your events. Please speak with your Community Engagement team contact about this. However, it is important to note that when asking for a regular gift, you must not suggest to any supporter that it is 'without commitment'.

Please fundraise responsibly and respectfully. Do not approach people who are carrying out official duties, e.g. uniformed officials, members of staff at a local business.

- **Tills/Cash boxes/Money belts** – if tills, cash boxes or money belts are used, you must ensure that you put all the cash donations into them immediately. You must only give change from them, and never from your personal money.
- **Collection buckets/Tins** – Buckets and collection tins can become very heavy once full, so think about how you might split the load between volunteers.
- **Floats** – A person you have nominated must sign for your floats. You must keep floats and any money from sales, separate from the cash handler's personal money. Please keep receipts for any petty-cash spending from the float and record this.

Keeping yourself safe when handling cash

- If you are ever in the unfortunate position of being challenged while handling cash, we ask that you hand over the cash **without resisting and report any theft or loss** to the police within 24 hours of the incident, as well as informing the Community Engagement team at Brooke.
- Once your collection is over, please ensure that at **least two** unrelated people handle the money collected – as far as possible no one should be left to carry money by themselves.
- If travelling to or from your collection by public transport, remember to carry bags big enough to **conceal your collection buckets and tins**. If you are using a car, remember to store your collection materials out of sight.
- Store all collection money **safely and securely**, have money locked up and minimise access to it.
- **Receipts** – If you are asked to provide a receipt for a donation received or for a sale, please do so. There are several options, e.g. a receipt book, a physical receipt from a card machine such as Sum Up, an email receipt from a card machine such as Sum Up, or an email or thank you letter from yourselves as the organisers.
- **Cheques** – For donations via cheque, please ask supporters to make them payable to 'Brooke'.
- **Charity Cheques and Vouchers (CAF)** – If you are accepting CAF cheques or vouchers, please ensure they are made payable to 'Brooke' and they have stated the donation amount.

- **Card transactions** – If you are using a contactless card payment machine, please make sure you follow the operational guidelines carefully to ensure correct usage and to prevent fraud.

In today's digital age, more and more supporters are moving away from paying in cash, preferring to pay by card. We have several volunteer groups who have purchased their own cashless payment card machines. You may wish to purchase your own machine, if you do so, volunteers have recommended the **Sum Up 3G and Printer** which allows for the printing of physical receipts as well as the sending of email receipts. Please check the **Sum Up website** for more information.

If you do purchase a card machine, please contact the Community Engagement team who can arrange for you to receive a letter confirming to Sum Up your permission to fundraise for Brooke.

- **Direct Debits** – For direct debits, please ask the donor to set up their regular gifts via the Brooke website at www.thebrooke.org on the page '**MAKE A MONTHLY DONATION**' or contact our Supporter Care Team with their bank details.
- **Gift Aid** – If your donor is a UK taxpayer, you may ask them to sign up for Brooke to claim Gift Aid on their donations. This is the tax charities can reclaim from HMRC on the money donated by UK taxpayers. So for every £1 donated Brooke can claim an extra 25p, so make sure you take advantage of this.

Ask supporters to fill in a Gift Aid declaration

A **Gift Aid Declaration** needs to be completed by each donor (in their own handwriting or online) stating how much they are donating, their full name, home address and the date. Couples need to individually complete a declaration each even if they are giving from a joint account.

[Click here for more information on Gift Aid from the Chartered Institute of Fundraising.](#)

Remember to THANK everyone who donated or helped with your event, tell them how much you raised and send a photo from the event if you can. You can also update your friends and family on social media.

3.4.2 Online fundraising platforms (Sponsorship)

Setting up a fundraising page on platforms such as Just Giving, Enthuse or GoFundMe is a simple and effective way to collect sponsorship money and donations. However, it is vital that you set up your appeal with clear aims and are as transparent as possible about your plans with the funds raised. Below are some guidelines:

- **Purpose** – If you are raising money for Brooke's charitable purposes, you need to let your donors know this and check that they are happy for the funds to be used for these purposes. If you have more than one beneficiary e.g. splitting between two charities, you must state the percentage/amount allocated to each.
 - If you reference a charity on your fundraising page, you must also include the **charities' details** (registered charity status or number, full company name and registered office if this applies.)

- **Responsibility of the appeal** – if you are the person or group of people responsible for organising the activity and setting up the fundraising appeal, you need to be clear to donors who has the overall responsibility, and whether any third parties are involved.
- **Target/Goals** – On your fundraising page you should state what your monetary target is, the deadline for achieving this and what will happen if that target is not reached, or is beaten. If the target is not met you could consider (refunding donations, inviting donors to allocate their donation to a different campaign, or using the donations collected for the intended purpose despite not hitting the target). If you raise excess funds, you may choose to state that you will refund excess money or that you will donate the excess to Brooke. You need to state your intentions clearly on your fundraising page.
- **Charges and Fees** – You must communicate to donors what charges and fees are applied to their donations. Online fundraising platforms typically charge fees against the donations they receive. Some also charge an initial setup fee, or annual/monthly subscription to charities signed up to it. In addition, there are also often payment processing fees which can differ depending on the payment method used (e.g. credit card, debit card, PayPal).
- **Expenses** – It is also important that donors know about any expenses that may be incurred in the appeal, before they donate (e.g. travel, accommodation or subsistence costs, or fees to cover expenses related to fundraising events related to the campaign). This is particularly important if you use funds prior to the end of your campaign.
- **Methods of donation** – You must communicate to donors the different payment methods on the online fundraising platform, and make sure they are aware of any events, such as galas, pub quizzes or fun runs that are run alongside the appeal.
- **Payment to charity** – it is your responsibility to explain to your donors how you will ensure that the money will get to Brooke. You will need to ensure that all funds can be accounted for and evidence that they have been used for the intended purpose, should this be queried in future.

When setting up your Fundraising page, please also speak to your Brooke contact in the Community Engagement Team to make them aware of your activity and **agree how it should be identified** e.g. 'CE + agreed name for the event, or name of their group or your URN' (*URN – unique reference number is a Brooke reference number unique to individual supporters*). Speak to your Brooke contact for this.

Please ensure that you add the agreed identifier (event reference) to the fundraising platform, and use it in your communications with Brooke.

3.5 Resolving Concerns

If you have any concerns or are experiencing difficulties regarding your activities or events, your first port of call would be to get in touch with your Brooke contact in the Community Engagement Team, who would be happy to help. You can email them at Community@thebrooke.org.

However, if you wish to comment on any aspect of Brooke's services or have any concerns about Brooke, including any complaints, you can get in touch with our Supporter Care Team (SCT) or complete a complaint form online. Please visit the Brooke website or [click here](#) for more information on our Complaints Procedure.





SECTION 4: Post activity/event

4.1 Handling and Paying in Money

4.1.1 Cash collections

If you are handling offline sponsorship money or collections, please ensure you comply with the requirements below.

- All cash handling must be carried out in a **safe and secure environment**. Do not leave cash unattended.
- Ensure **two trusted persons** are present when accessing and counting funds.
- Ideally, cash and cheques should be counted and **banked the same day** they are collected, or at least within two working days. Check that the cash banked matches income summaries, ideally by someone not involved in counting or cashing up the cash.
- **Children under 16** MUST NOT be left with any responsibility for handling money and/or responsibility for counting collected money.
- All cash received should be **stored securely** (ideally locked) until banked.
- Cash should be bagged and banked in **suitable bags** and transported in a way that helps disguise the cash (such as a shopper or carrier bag).
- **Advise Brooke once funds are sent** by emailing Community@thebrooke.org
- Ensure **all funds collected are sent to Brooke within two weeks** of receiving them, please add the reference or agreed identifier 'CE'+ <your name or organisation or URN>' so we can identify your transaction.

For Scotland activities – you must only accept donations by allowing the donor to put them in the collecting box or only accept sealed envelopes (using numbered envelopes that were issued by yourself).

Please see section 4.1.3 'Methods for paying in money' for ways of getting donations back to Brooke.

4.1.2 Expenses

As an 'in aid of' volunteer, you are not paid for your time, but you may deduct expenses from the funds you raised. This is usually limited to any 'out of pocket' expenses such as any equipment you need to buy. Please keep expense receipts, particularly for large sums, as our Compliance team may ask to see them.

Given that Brooke does not pay any expenses to cover volunteers in aid of Brooke, we do not have an expenses policy.

4.1.3 Methods for paying in money to Brooke

There are various methods of sending funds raised to Brooke. The preferred method is through a Bank Transfer. Please ensure you reference your donations with an **agreed identifier** i.e. 'CE + <your name or organisation or URN>' and email Community@thebrooke.org to let us know that you are transferring funds. It would help Brooke if you use this agreed identifier as a reference number for all correspondence with Brooke, particularly financial transactions, as this will help us identify you. Please do not send any cash in the post. Below are the payment methods we accept:

Bank Transfer/BACS:

Barclays Bank

Sort Code: 20-65-82

Account No.: 70884308

Account Name: The Brooke Hospital for Animals

IBAN: GB56 BARC 2065 8270 8843 08

SWIFTBIC: BARCGB22

Phone:

Call us on 020 7470 9393 to pay with your debit or credit card.

Cheques, CAF Cheques and Vouchers

Post cheques and CAF vouchers made payable to 'Brooke' to the address below. Please post them along with a paying in slip (you can get this from the [Brooke website or here](#)). Don't forget to also give us your event reference (**agreed identifier**) that is 'CE + your name or organisation or URN>', so we can identify your donation.

You can post Cheques, CAF Cheques and Vouchers along with the paying in slip by **FREEPOST** to:

FREEPOST UK – RUCR-JJBR-RBXZ

Brooke

York House

Wetherby Road

Long Marston

York, YO26 7NH

Payments Online

Visit www.thebrooke.org or our [Donate page](#). When paying in fundraised amounts, select 'Make a one-off payment', enter the amount you're sending us, tick the 'Select if the money has been fundraised' box, and select how the money was raised from the drop down menu.

Payments direct from a Fundraising Platform:

Any money collected through Just Giving or any other fundraising platform will come directly to Brooke. Again, please ensure the agreed identifier 'CE + <your name or organisation or URN>' is shown as the reference, so we can identify your donation.

4.2 Posting Brooke Leaflets

If you have used Brooke leaflets to collect data and donations from your supporters and wish to send them back to Brooke for processing, please keep these **safely locked up** until you can post them to Brooke. Please add a note to confirm your name and/or your activity, so we know who you are. Or give us your event reference (**agreed identifier**) that is 'CE + your name or organisation or URN>', so we can identify your donation.

You can post Brooke leaflets and donations by **FREEPOST** to:

FREEPOST UK – RUCR-JJBR-RBXZ

Brooke

York House

Wetherby Road

Long Marston

York, YO26 7NH

4.3 Keeping you updated

We wouldn't be capable of carrying out all the work we do to positively impact the lives of working horses, donkeys and mules and the communities that rely on them, without the support and contributions from yourself and many others. In order to keep you informed of all of our work and to support you in yours, we aim to keep you updated through various channels:

Community Engagement team updates

Our Community Engagement team sends out monthly e-Newsletters to volunteers who would like to receive them. These emails give an update on upcoming events and activities across the UK and will also give an update on Brooke's work. To add your name to the list to receive these e-Newsletters please contact Brooke's Community Engagement team at Community@thebrooke.org

Brooke Hoof Print

Our bi-annual newsletter issued in February and July of each year. They are emailed digitally and also available as printed copies. Read about the difference you're helping to make for working horses, donkeys and mules around the world. If you would like to receive a digital version by email or printed copies, please contact our Community Engagement team. If you wish to bulk order printed copies for use at events, please note a 3 month notice is required for printing (e.g. 3 months in advance of February and July).

Community Engagement team Drop-in Sessions

We value volunteer contribution and think that it is important to keep two-way conversations going to share learnings, so we would love to hear from you! Our Community Engagement team runs quarterly drop in sessions via Zoom, and occasionally also in person (at the Brooke offices or another location). So if you would like to participate, please do get in touch with the Community Engagement team, who would love to hear from you.

Email or talk to us

If you would like to discuss ideas, activities, have requests or want more information on Brooke activities, let's talk! You can get in touch with our Community Engagement team by emailing Community@thebrooke.org, ring our Supporter Care Team (SCT) for more general support, or SCT can also transfer you, if you would like to speak to the Community Engagement team directly.

Brooke website

We have lots of information and resources on our website for volunteers. Read about others' fundraising stories, join our network of volunteers and get involved. Periodically click on [Volunteer for Brooke | Brooke \(thebrooke.org\)](#) to visit the site and catch up on the latest.

4.4 Post event survey

It is always good practice to obtain feedback from participants and fellow organisers after your events. This is a good way to learn about what went well, and what may need to change in the future. Brooke would love to hear about any learnings and suggestions that you may have, so that we can also work on improving our services and support to volunteers.

Below is a template which you could use to gather feedback. Feel free to use/modify as required.

Feedback Survey:

Dear Volunteer/Supporter

We really appreciate your efforts in helping to support Brooke, and we hope you had fun in doing so also. However, as a volunteer fundraising organiser, it is our duty of care to ensure your safety and well-being and so we would love if you could give us some feedback on your experiences, thoughts and suggestions. Your information will help us improve the service we offer to our supporters, so that we can all work better in our mission to improve the lives of equines.

We would be grateful if you would answer the questions below:

1. What has gone well or what do you like about what you did?
2. What would you do differently next time?
3. What support do you need from me or others?
4. Have you got any concerns about others you want to share?

Post event surveys should be anonymised where possible otherwise specific permission should be obtained from individuals and documented.

SECTION 5: Tools (and information)

Checklists and Templates

Here are some useful checklists and templates which you can use to help keep your events and activities safe and compliant.

5.1 Health and Safety Checklist

- ☐ Fire exits are checked, cleared and appropriately lit
- ☐ All public areas are clean and clear
- ☐ The appropriate level of first aid provision is available
- ☐ Effective signage and directions are in place well in advance of the start time of the event
- ☐ Effective communication systems are in place and working
- ☐ All required materials and documentation are available
- ☐ Any necessary equipment is present and working properly
- ☐ All stewards and volunteers attend the on-the-day briefing
- ☐ All banking materials (float, cash box, receipt books) are stored safely and securely
- ☐ Name badges are provided to identify key personnel and volunteers
- ☐ All branding is in place as agreed with any sponsor or partner
- ☐ Phone numbers of all key event contacts (band, entertainer, speakers) are stored safely and securely and emergency contact numbers are to hand
- ☐ A Safeguarding policy is in place (see section 3.2.3)
- ☐ Volunteers and staff are briefed to make sure you've covered key roles and responsibilities, health and safety elements, all the information on the venue (toilets, fire exists, parking etc.) and who to talk to if anything goes wrong

5.2 Data Protection Checklist

- ☐ You have made a record of the personal data you hold, what you do with it, who you share it with, why you hold it and how long you will hold it for before you delete it (the retention period)
- ☐ You have told people in a DPN why you have their personal data and how you will use it
- ☐ You have added Brooke's charity details to your literature, if you reference Brooke in your appeal
- ☐ You have a privacy statement (either in paper form and/or electronic form)
- ☐ You plan to only collect the personal data that you need
- ☐ You have checked that the personal data you hold is accurate and up to date
- ☐ You have a way to securely delete or destroy personal data if someone asks you to/ exercises their right to erasure, when you no longer need it or at the end of the set retention period
- ☐ You have put in place a way for people to exercise their rights around the personal data you hold about them
- ☐ You are able to delete (within one month) the personal information of individuals who exercise their right for data erasure AND,
- ☐ You know to contact the Information Governance team immediately regarding data subject rights requests for Brooke data (such as data erasure requests), so they can fulfil within the legal timeline (within one month)
- ☐ You know to inform the Information Governance Team of data breaches as soon as possible and within 24 hours of becoming aware
- ☐ You and your fellow organisers know your data protection responsibilities

5.3 Risk assessment template

Risk assessment for (event/activity):

Date of event/activity

Conducted by:

Date of assessment:

| | | | |
|----------------------------------------|--|--|--|
| Hazard | | | |
| What could happen? | | | |
| Who could be hurt? | | | |
| Severity (H/M/L) | | | |
| Action to take to minimise risk | | | |
| Owner | | | |
| Completion date | | | |

5.4 Brooke materials application form

Brooke holds a limited stock of marketing materials which you can request for use. We are also able to provide you with the Brooke 'in aid of' logo if you wish to print your own leaflets or forms. Please email the below application form to the Community Engagement team at community@thebrooke.org, we would be happy to process your order. Please give a **two week lead time** for the fulfilment of orders, and contact us early to avoid disappointment.

Dear Brooke

I am planning to hold an activity/event in aid of Brooke on (date) _____, at (location/venue) _____ and would like to request Brooke promotional material.

Name: _____

Activity name/reference (if relevant): _____

Contact Email: _____

Contact Tel. Number: _____

Address (to post items to): _____

Date of request: _____

Date material required by: _____

| Item | Details | Quantity |
|-------------------------|----------------------------------------------------------------------|----------|
| Leaflets | General leaflet (charity overview, charity details, donation form) | |
| Posters (A3 size) | Visual poster with charity info | |
| Posters (A4 size) | Visual poster with charity info | |
| Pens | | |
| Horseshoe pin badges | | |
| Brooke logo pin badges | | |
| Stickers (35 per sheet) | | |
| Tote Bags | | |
| Unisex T-shirts | S, M, L, XL, XXL – please contact us if you need more than one | |
| Hoof Print newsletter | Printed bi-annual newsletters (limited quantity available) | |
| Christmas Cards | | |
| Brooke 'in aid of' Logo | Digital logo for use at/for 'in aid of Brooke' events and activities | |

Please note: Items are subject to change and availability

Please only order the materials and quantities that you think you will need. If you no longer require the use of any Brooke promotional material that is still in good useable condition and would like to return it, please discuss this with your Brooke contact.

By entering your information into this form and submitting it to us, you give your consent for Brooke to use your data to process this request. We may also get in touch with you via email or phone for this purpose.

5.5 Complaints log; Good feedback log

It is best practice to keep a log of complaints as well as good feedback from your participants and supporters. This is to promote a transfer of learnings, for future activities that you may want to organise or be part of, as well as for Brooke. It may be that most or all of your complaints or feedback are irrelevant to Brooke but more specific to your activities. However, we would encourage you to relay any relevant complaints to Brooke, so that we can seek to improve, and at the same time, it would also be lovely to hear of any good feedback so we can spread the good words!

Here are two templates you can use for a complaints log and a good feedback log. Feel free to copy or amend for your own use.

Complaints Log

Name of activity or event:

Location:

Date of event:

Number of participants:

| # | Complaint | Action taken | Outcome | Logged by |
|---|----------------------|--------------|---------|-----------|
| 1 | What, Why, Who, When | | | |
| 2 | | | | |
| 3 | | | | |

Complaints Log

Name of activity or event:

Location:

Date of event:

Number of participants:

| # | Good Feedback | Action taken |
|---|----------------------|--------------|
| 1 | What, Why, Who, When | |
| 2 | | |
| 3 | | |

5.6 Reference material (Laws, Regulations and other useful Resources)

Fundraising Law:

Government advice: "Organising a voluntary event: a 'can do' guide"

A very useful guide issued by the Government to help you plan and run successful events with minimum red tape, and also has links giving specific advice for particular type of events.

[Click here to view this Guide](#) or go to www.gov.uk to search for the guide

Fundraising Regulator

The Fundraising Regulator sets and maintains the standards for charitable fundraising in the UK. They ensure that fundraising is respectful, open, honest and accountable to the public. All Brooke fundraising and support activities must comply with their standards.

Click here for [Fundraising Regulator](#) or go to www.fundraisingregulator.org.uk

The Code of Fundraising Practice

The Code of Fundraising Practice outlines the standards expected of all charitable fundraising across the UK.

Click here for the [Fundraising Regulator's Code of Fundraising Practice](#) or visit www.fundraisingregulator.org.uk

Chartered Institute of Fundraising (CioF)

Helps you keep up to date on the latest trends in fundraising, get new fundraising ideas or get to grips with the basics of Fundraising.

[Click here for more guidance on Fundraising](#) or visit www.ciof.org.uk/guidance-and-resources

Gambling Law:

The Gambling Act 2005 and the Gambling Commission. You will need to check to see if any permissions or licences are required or any fees payable for your activities.

Visit www.gamblingcommission.gov.uk.

[Click here for fundraising and lotteries guidelines from the Gambling Commission](#)

[Click here for guidelines from Gambling Commission on Lotteries and the Gambling Act 2005](#)

Equality And Health & Safety Law:

Equality Act 2010

The Equality Act makes it unlawful to discriminate against anyone because of a protected characteristic in a wide range of areas including employment and the provision of services. There are some exceptions to this, including the charities' exception.

[Click here for the Equality Act 2010](#)

Health and Safety Executive

[Click here for more guidance around managing health and safety risks](#)

Data Protection Law:

ICO – Information Commissioners Office

The UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals. The ICO has a useful SME Web Hub designed to give data protection guidance to small businesses and groups.

[Click here for the ICO's website](#)

[Click here for the SME Web Hub](#)

Data Protection Act 2018 (DPA 2018)

The DPA 2018

[Useful Summary of DPA 2018 obligations from charities and fundraisers](#)

UK GDPR

The UK GDPR (General Data Protection Regulation) is the law for collecting and processing personal data in the UK (mostly retained from the EU GDPR following Brexit). The UK GDPR is supplemented by the Data Protection Act 2018.

See [ICO's Guide to UK GDPR](#)

PECR (Privacy and Electronic Communications Regulations) Guidance

[Click here for more guidance on PECR](#)

Resource Centre – A really useful place for Community Groups

As the title says, this website contains lots of useful information for volunteer community groups. There is a specific section in there called 'Data protection for community groups' which has useful data protection policy templates.

[Click here for more help on data protection for community groups](#)

5.7 Brooke contact information

Community Engagement Team

Our Community Engagement Team is always happy to support you and your activities (where possible) and will be your main point of contact at Brooke. You can email them at Community@thebrooke.org or ring SCT to be re-directed to them. The team will endeavour to respond to your emails within 5 working days (depending on availability).

Legal Team

If you have any queries relating to legal requirements, you can contact our Legal Team who will be happy to provide you with legal and regulatory advice. You can contact them at Legal@thebrooke.org. The team will endeavour to respond to you within 3 working days (depending on availability).

Information Governance Team

Our Information Governance Team is here to make sure we all meet our personal data, information handling and record keeping obligations. Get in touch if you have any data compliance questions. You can also contact them if you have any questions or requirements regarding this volunteer handbook. They are contactable at dataprotection@thebrooke.org. The team will endeavour to respond to you within 3 working days (depending on availability).

Supporter Care Team – (SCT)

Should you wish to contact our Supporter Care Team for any further support, please contact via:

- **Email** – Info@thebrooke.org
- **Telephone** – 020 7470 9393 to speak to SCT or ask to be re-directed to Community Engagement Team
- **Brooke website** – www.thebrooke.org

Other Brooke communication channels:

- **YouTube** – <https://www.youtube.com/c/thebrooke>
- **Twitter** – @TheBrooke
- **Facebook** – follow us on the [Brooke Facebook](#). Or search @thebrookecharity and join a Facebook group.
- **Instagram** – @thebrookecharity

5.8 Brooke Registered Charity details

- **Charity Name:** The Brooke Hospital for Animals
- **Address:** First Floor, 10 Queen Street Place, London, EC4R 1BE.

Registered charity in England and Wales (Charity No. 1085760) and Scotland (Charity No. SC050582). Company limited by guarantee registered in England and Wales (4119581).



SECTION 6: FAQs

1. How do I pay in funds to Brooke once they have been raised

Funds raised can be paid via the Brooke website, through a bank transfer, over the phone or by cheque (post).

2. I need more volunteers for my event how do I get these?

Contact the Community Engagement Team who may be able to ask people in the local area, or introduce you to an existing Brooke fundraising volunteers group who maybe nearby. You can get more information about volunteering for Brooke on our website. Our Community Engagement Team can help spread the word through our monthly e-newsletter. Also take a look at our Facebook groups, feel free to join them!

3. Can a Brooke staff representative attend my event?

We would love to but will need to assess this on a case by case basis, please contact the Community Engagement Team to discuss.

4. Can Brooke provide contactless card machines?

Some of our volunteer groups have purchased their own card machines for use in their activities. If you wish to do so also, we can put you in touch with a group who has purchased a SumUp card machine, they may be able to give some advice. Please speak to the Community Engagement Team.

5. Do Brooke carry out disclosure and barring checks?

We do not carry out DBS checks on our 'in aid of' volunteers. 'In aid of volunteers' have the freedom to support Brooke, and in any way they wish to. They are not recruited by Brooke, so DBS checks are not necessary.

6. Does Brooke insurance cover my events?

Yes, Brooke does have Public and Product Liability Insurance which may be relevant. See Section 2.8 or contact the Community Engagement Team for more information.

7. Will Brooke pay for the stands at official events?

We are unable to get involved with or pay for 'in aid of' events. However, please see our expenses section in the handbook for information on out of pocket expenses.

8. Ideas for fundraising?

Refer to the Brooke seasonal fundraising guide on the Brooke website for more ideas and ways to get involved.

9. Collecting data at events, how to get this data to Brooke?

If you are using Brooke leaflets and collecting donor data, please keep these safe and at your earliest convenience, post completed leaflets to Brooke.

