

## Public Collection – Guidelines

Public collections are a fantastic way of raising funds for charity and can be really good fun, as you have the opportunity to meet and inspire large numbers of generous people.

When doing a public collection it is really important that, as an ambassador of Dig Deep, you make sure your fundraising is safe, legal and ethical. As you will be undertaking a public collection on behalf of Dig Deep we have created this simple guide to help you succeed in raising funds for the charity, whilst ensuring your own wellbeing and that you are not breaking any laws or fundraising regulations.

It is therefore very important that you read and stick to the following points

1. Firstly, always make sure you stay safe whilst collecting. We recommend:
  - Where possible, having two people around when money is being handled and counted
  - Always collect cash using a secure container displaying Dig Deep's logo and charity number (you can use the collection tin that was sent in your fundraising pack)
  - When carrying money around take care, use common sense and always use a safe, well-lit route
  - If you are confronted by someone demanding the money, do not put up a fight, hand them the money straight away and then call the police
  - Send the funds to Dig Deep as soon as possible to avoid leaving large amounts of money unprotected
  
2. If you are collecting money in a public place, you must get permission from the relevant authority
  - To collect in the street you need a licence from the local authority, which will have some rules for your collection
  - Door-to-door collections are illegal without a licence. Again, you need to contact your local authority to apply for one
  - To collect on private property, such as a shopping centre, you need permission from whoever owns the property.

Once you have got permission, you must then check and comply with the terms of each public collection you undertake, as these will vary depending on who has given you the permission (for example, different local councils have different rules about street collections)

3. You need to make sure that all the information you tell people accurately describes Dig Deep's work, the intended uses and destination of the donation, and that you don't encourage unrealistic expectations of what the gift will achieve.
4. All funds donated at public collections *must be used exclusively for the charity donation proportion of your fundraising target*
5. Public collections cannot be used to comprise more than half of the fundraising total

As ever, if you have any questions about any of these points, or just want to double check something, get in touch with your Dig Deep fundraising manager who will be able to help you out.