

# AMNESTY INTERNATIONAL UK

# SCHOOLS AND YOUTH GROUPS FUNDRAISING GUIDELINES

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PLEASE READ AND RETAIN FOR REFERENCE

## MAKING HUMAN RIGHTS WORK HAPPEN

As a movement, we depend on the financial support of individuals and groups. In the UK, youth groups and schools currently donate around £40,000 a year to Amnesty International UK. They are also some of our most inventive and inspiring fundraisers. Recently we have seen youth groups organise quiz nights, sponsored rowing events and Amnesty International event days or weeks to raise money and to inform fellow students about human rights. It is the hard work and dedication of volunteer fundraisers that makes our human rights work possible, at a local, national and global level.

These guidelines have been produced by our Community Fundraising staff team to help you. We want to do everything we can support your group's fundraising efforts and ensure that you have everything you need to make them a success. And we will help you ensure that your fundraising complies with the relevant laws and regulations, and with Amnesty International UK's fundraising policy. If you have any comments or suggestions to help us to do this better, please get in touch. Email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) or call us on 020 7033 1650.

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

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

1. **Amnesty International UK Section Charitable Trust**, registered as a charity in England and Wales (no 1051681) and in Scotland (no SC039534) and registered as a company (no 03139939). This is referred to in this document as [Trust](#).
2. **Amnesty International United Kingdom Section** (company number: 01735872). This is referred to in this document as [Section](#).

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

## OUR FUNDRAISING POLICY

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

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

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

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

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

Yes. Youth groups are the face of Amnesty International, representing the movement in schools, colleges and wherever else they hold events across the UK. Youth group leaders are encouraged to familiarise themselves with our fundraising policy and follow its principles. Groups must abide by all relevant legislation and regulation when planning and carrying out fundraising activities, including the Code of Fundraising Practice. This guide is designed to help you do that.

### ■ Find out more

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

## YOUTH AND SCHOOL FUNDRAISING: YOUR OBLIGATIONS AND RESPONSIBILITIES

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

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

**Children and young people:** If you expect young people to attend an event you're organising (for instance, if you're speaking to another school), factor this in to your planning and carry out a risk assessment. Ask a teacher or other supervising adult to help with this. You can also contact our Community Fundraising team for advice: 020 7033 1650 or [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk).

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

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

Your fundraising activities should focus on members of the public and others in your school. Any group wishing to approach a trust, foundation or company for a donation should first contact the Community Fundraising team. We will then check whether our fundraising teams are already in contact with those organisations. We may also need to check on behalf of your group to determine if such a contribution would be appropriate. Please contact the Community Fundraising team for advice: 020 7033 1650 or [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

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

You must not donate to other organisations from funds raised in the name of Amnesty International UK, whether [Trust](#) or [Section](#). Your group's general funds must only be used for your own group's activities or to donate to Amnesty International UK Section. No Amnesty International branding can be used on promotional materials, collection buckets or other fundraising materials unless a share of the funds raised is going to Amnesty International UK.

Where proceeds from fundraising events are being split between Amnesty International UK and another organisation, the proportions of the split must be made clear in all promotional materials, as should the names and the registration details of each organisation funds are being raised for. Failure to do this could be classed by the Fundraising Regulator as 'misleading the public'.

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

If you have any concerns about any of your fundraising practices, email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) or call the Community Fundraising team on 020 7033 1650 and we will get back to you as soon as we can.

### ■ Find out more

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



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

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

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

You must make it clear if you're raising money for Section or Trust on any associated materials or communications. This is a legal requirement and if you fail to abide by it, your group and/or Amnesty International UK may be regarded by the Fundraising Regulator as 'misleading the public'. We can provide all the materials you need to enable you to raise funds for either Section or Trust. All funds raised in the name of the Trust must be sent directly to Amnesty International UK; it is not possible to retain any of the funds for your group's campaigning activity.

### Which funds must go to the Section?

Youth group affiliation fees (£21 per year in 2018) are payable to the Section because they are membership fees. Membership entitles groups (and individuals) to vote at the Amnesty International United Kingdom Section AGM. Membership fees are not considered charitable donations.

You'll need to raise money in the name of the Section if you plan to keep any of the funds raised to pay for your group's campaigning activities.

### Which funds must go to the Trust?

Proceeds from some fundraising activities must be solicited by and given to the Trust for legal reasons. For example, if you are organising a fundraising activity that requires a permit from your local council confirming Amnesty International UK's charitable status, this money must be raised for and given to the Trust (not the Section as it is not a charity). This will apply to most public cash collections and for any fundraising that invites people to sign a Gift Aid declaration – sponsorship for a sporting or other challenge for example. Only registered charities can claim Gift Aid.

Some schools may only allow funds to be raised for registered charities. If this is the case and you're holding a fundraising event on school grounds, then you will need to raise money for the Trust. Check with the school and adhere to their policy.

■ If you are not sure whether your fundraising activity should be directed towards Section or Trust, please contact the Community Fundraising team for advice: 020 7033 1650 or [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk).

## HOW TO PAY IN THE FUNDS RAISED

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

When you send money raised to Amnesty International UK, please tell us whether you want it to go to the Trust or the Section. If you don't, the contribution will be paid to the Section by default.

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

## BANK ACCOUNT DETAILS

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

Sort code 30-65-41

Account no. 38867868

Cheques payable to

Amnesty International UK Charitable Trust

### ► Amnesty International United Kingdom Section account details

Sort code 30-65-41

Account no. 38862568

Cheques payable to Amnesty International UK Section

Raising funds is a great way to engage the public in supporting human rights and can raise the profile of your group and of Amnesty International in your local community as well as being a lot of fun. We encourage your group to get involved in fundraising and our Community Fundraising team is here to support and advise – call **020 7033 1650** or email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) to get involved.