

Growing for Gold FAQs

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Support

What support will we get?

Each team will be issued with £100.

Abi Wallbank will be the main point of contact for Growing for Gold and can be contacted at Abigail.Wallbank@skipton.co.uk if you need any support or want to discuss your plans.

There are resources and information on our website www.mentalhealth-uk.org/skipton-are-growing-for-gold

There will be regular team leader check ins for progress updates and to give you opportunity to ask questions.

Marketing

Are we allowed to use Mental Health UK or Skipton Building Society branding on our promotional materials?

There are strict guidelines around the use of SBS and Mental Health UK logos and branding. Please see the marketing pack for brand guidelines. In addition to ensure any external messages are on brand and do not breach any financial promotion rules, they should be sent to Marketing (fiona.curtin@skipton.co.uk) for approval.

Using social media is a great way to spread your message further and boost fundraising. Before sharing on social accounts though be sure to check the Society's Social Media Policy.

Where can we access branded merchandise and materials to use at events?

For collection tins and other merchandise contact Richard.taylor@mentalhealth-uk.org

Finances

How do we collect the seed fund and what do we do if we don't spend all the voucher money?

To withdraw the £100 seed fund please visit your local Skipton Building Society branch and ask them to withdraw the cash from nominal 2940 which is bishop nominal N115010. We require that you withdraw these funds by Monday 25th April. Please email Abigail.Wallbank@skipton.co.uk to confirm which branch you have withdrawn the funds from and what date you did this on.

This can then be used to spend on anything you need to make your activities a success.

Remember that these funds should only be used for goods required for this challenge. You will be required to provide receipt evidence of what the seed fund has been spent on at the end of the challenge.

How can the seed fund be used?

The seed fund should:

- **Be used to drive fundraising for Mental Health UK only** (i.e. to purchase equipment and auction prizes for example). You will need to provide evidence of your expenditure when reporting on your finances.
- **Be used responsibly** – please ensure that all purchases are appropriate and in line with Society standards.

The seed fund should not:

- **Be given away as prizes or incentives** - the funds should not be used as giveaways to other colleagues, team members or anyone else.
- **Be used to make personal purchases** – please be very careful using the funds and make sure that you do not use them when making your own purchases. You will need to evidence what they have been spent on.
- **Be used to gamble** - there are lots of rules and regulations surrounding raffles and other forms of gambling that often require a license. If you would like to run activities like these, we recommend free prize draws or a tombola. Check with the [Fundraising Regulator](#) information if you are planning such events.
- **Be reinvested** - All money raised through fundraising activities must be classed as donations and paid into the team's JustGiving page. It is the donor's expectation that when they hand over their donation, it will go to the charity.

How can we get prizes for our events?

Whilst you cannot give your funds away as prizes, you can use this money to purchase items that are then used as prizes. Additionally, you could approach local businesses to ask for donations of items that can then be used as prizes.

You shouldn't reinvest funds raised into purchasing prizes and will not be able to ask for cash back from funds put into JustGiving. If you are organising a ticketed event and some funds are being spent on the activities of the event, then please make this clear as indicated below in section '*Can we reinvest money we have raised into future fundraising?*'

How do we record our fundraising online?

Visit our [Just Giving campaign page](#) and specifically, your Team page which will be listed down the right hand side under TEAMS.

What do we do with cash donations?

When handling cash donations it's important to ensure that you have plans in place to stay safe. If organising an event where cash donations will be made, ensure all organisers are familiar of cash handling guidance and are aware of their responsibilities before, during and after the event.

Ensure that all cash donations are paid straight to the Skipton Building Society branch account 994277349. Please try to avoid paying cash into your personal bank account with the intention to transfer it over.

Once the money is paid in you can register the funds on your JustGiving page as an offline donation so it shows in your total fundraising figure. To do this, follow these 4 steps:

1. Log into your account
2. Click 'Edit' on the page you'd like to add the balance to from your profile area
3. Click 'Donations' along the top of the page
4. Amend the total amount raised offline and select 'Save offline donations'.

Can this be match-funded?

Yes, all the teams fundraising will be matched funded at the end of the event (30th September).

Can we reinvest money we have raised into future fundraising?

All money raised through your fundraising activities must be classed as donations and paid into your team's JustGiving page. It is the donor's expectation that when they hand over their donation, it will go to the charity.

If you are running a ticketed event and need to cover costs of the event with part of the ticket sales then you must make this explicitly clear on any materials or tickets. Please make sure that during the planning stages of the event, you clearly calculate how much your costs are and how much of your ticket price will be allocated to these costs. When producing the tickets and any supporting materials, you must then be sure to make this clear in your messaging. A recommended example of this would be:

"EX from the sale of this ticket will benefit Mental Health UK, Registered Charity no. 1170815"

Additionally, you should make it clear that Gift Aid cannot be claimed on their ticket purchase.

How does Gift Aid work and when can it be claimed?

Gift Aid is a scheme, operated by the Government, that allows charities to claim the basic rate tax (25%) on every pound from donations that are eligible under the scheme.

In order for Gift Aid to be claimed, the donor must declare they are a UK taxpayer and that the donation is eligible under the scheme. If donors donate through JustGiving, they will get the option to fill in this information and Gift Aid will be processed automatically. For cash donations, all Gift Aid declarations are processed centrally by Mental Health UK who submits claims to HMRC. As Gift Aid is processed centrally to donations, this amount does not contribute towards your fundraising targets.

Not all donations are eligible for Gift Aid. If you are running a competition/event in which someone purchases a ticket, for example Gift Aid does not apply as the donor is receiving goods or services in return for their donation. Gift Aid also does not apply when a donation is made on behalf of a company or if you are making a donation on behalf of someone else or a group. For further information on Gift Aid, visit [Gov UK here](#).

General

How will the overall winner be chosen?

Once in the boardroom, the finalists will be judged using a rubric scoring system based on the following four criteria's: *Innovation and Variety; Teamwork and Collaboration; Fundraising; and Awareness Raising.*

Up-to 25 points will be allocated for each judging criteria with a maximum of 100 points on the table per team.

Do we need to consider health and safety or risk assessments?

When organising an event as colleagues of SBS, you will need to take into consideration the Society's Health and Safety policies. There are some simple guidelines in place to help support you through the process and ensure that your event is covered. Please take the time to read through this information.

Team Leaders

The role of a team leader is to be responsible for guiding the team as they complete the challenge. They are responsible for developing and implementing a timeline their team will use to reach its end goal. They will also be the main point of contact for the team.

We understand that circumstances can change, and availability of time can fluctuate. If you find that you are no longer able to commit the time to being the team leader please don't panic. You could either see if another member of the team would like to take on the role jointly and be co-leaders. That way you will share the responsibilities and can support each other through busy periods.

What else do we need to consider when putting fundraising plans together?

DO:

- **Utilise your 3 volunteering days.** You can use your volunteering days to take time away from work to plan and run your fundraisers.
- **Make a plan.** As a team it is important to ensure that you have an overall plan as well as individual plans for each activity. This will allow you to work out time and resource needs as well as establishing each team members roles and estimate how much you might be able to raise for each event and overall.
- **Think outside the box.** The more unique and different the idea, the more traction it will get from supporters. Consider what the participants will get out of taking part in your fundraiser and make it an attractive offer to maximise your engagement.
- **Consider the timing of your activities.** Make sure you are considering when you might launch activities or make asks. Think about spacing these out so you aren't asking people to do lots all at once and also consider which days of the week as best for each activity, whether you can tie them into specific awareness raising days or even with pay day.
- **Use the resources provided.** Think about how you might use the £100 to make the activities as exciting as possible. You might need to plan how to make the resources stretch across your multiple activities so you don't run out early.
- **Share your story!** Supporters love to hear a personal story about why you are raising money for Mental Health UK so get your team's story out there and explain to supporters how their donation will make a difference!
- **Consider promotion.** Think about how you can spread the word about what you are doing. You might want to use social media to get the message spread further.

- **Consider Health and Safety.** When organising an event as colleagues of Skipton Building Society you will need to take into consideration the Society's Health and Safety policies. Take time to read through these and factor considerations into your planning sessions.

DON'T:

- **Be too ambitious.** Make sure that your plans are manageable given the timeframe and that as a team you have the time to achieve what you set out to do. It is better to do a few great activities that have a high return on investment of time and resources than spend lots of time on activities with a smaller return.
- **Overdo the communications.** Be mind of the level of communications that colleagues receive and how busy everyone is. Keep communications concise and eye catching. Rather than emailing all colleagues, consider targeting your local areas or particular business units. See if there are any contacts you can utilise or make to explore getting a slot in newsletters or blog posts as these can often get picked up more than unsolicited emails.
- **Misuse the brands.** There are strict guidelines around the use of our brands and Mental Health UK logos and branding. Please check these first.
- **Gamble.** There are lots of rules and regulations surrounding raffles and other forms of gambling that often require a license. Check [Fundraising Regulator code](#) information if you are planning such events. If you would like to run activities like these, we recommend free prize draws or a tombola. Branch colleagues MUSTY follow the free prize draw guidance and use the [Free Prize Draw Entry Form Template](#).
- **Worry!** If you have any concerns or problems, don't hesitate to reach out to central Growing for Gold team at any time. This should be a fun and exciting challenge all whilst supporting young people's mental health resilience. There is no minimum target, simply raise as much money and awareness as possible and enjoy being a part of the campaign!