

A WI Guide to Raising Funds for Projects, Causes or Appeals

1. Introduction

Everyone is only too aware of the tragedies in our world and those that need our support through donations – locally, nationally and internationally. Newspaper, television, postal and internet appeals bring issues home to us all and touch our hearts. The immediate reaction tends to be *'what can I do?'* or *'what can my/the WI do?'* This policy document is designed to support you and your WI when considering fundraising to ensure you can support the causes that matter to you and stay within charity law and the WI constitution. Emphasis has therefore moved from being focussed on local causes to simply causes which are in line with the WI charitable objects.

NB. Please note that the WI's fundraising policy was updated in September 2022 to give WI's greater flexibility and control over their fundraising activities. Notably, this removes the restriction of fundraising activities to causes where the money will be ringfenced for use within the WI's community or geographical area. The changes open up the opportunity for WIs to raise money for national and international charities, in line with the WI's charitable objects. This policy document was updated to reflect those changes and so please do read through this document carefully if you haven't revisited it for a while.

This document provides guidance on how WIs can respond to causes/appeals using their charitable funds. It focuses primarily on:

- WIs and charitable status
- The charitable objects of the WI
- Considerations to make before supporting a project/appeal
- Legal aspects of fundraising
- Raffles as a way of fundraising

2. WIs and charitable status

Each WI is a charity, governed by the model constitution and rules for WIs. The assets of a WI, including any funds held by the WI, are considered charity funds and therefore must only be used for the charitable objects set out in the constitution or to support charities with compatible charitable objects. You can find the WI's charitable objects in your constitution, but they are also reproduced here for ease:

The charitable objects of the WI

- a) to advance the education of women and girls for the public benefit in all areas including (without limitation):

- i) local, national and international issues of political and social importance;
 - ii) music, drama and other cultural subjects; and
 - iii) all branches of agriculture, crafts, home economics, science, health and social welfare;
- b) to promote sustainable development¹ for the public benefit by:
- i) educating people in the preservation, conservation and protection of the environment and the prudent
 - ii) use of natural resources; and
 - iii) promoting sustainable means of achieving economic growth and
 - iv) regeneration;
- c) to advance health for the public benefit; and
- d) to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

The WI organisation operates by bringing women together to identify shared interest and concerns, to use and develop their capacity and skills and undertake activities that benefit others. It is through this that the WI has such a profound influence on communities as well as collectively influencing change nationally and internationally.

Every WI, federation and the NFWI has the power to raise funds for and donate funds to causes/appeals. However, funds can only be raised for charities that further the WI's charitable objects.

3. Considerations to make before supporting a project/appeal

Given their charitable status, WIs are required to consider the following before supporting a project/appeal:

3.1 Does the project/appeal fall within the objects of the WI?

The WI objects are flexible and do not restrict the WI to running and raising funds for its own programme of events. There are many types of projects, causes or appeals that fall within the WI objects. Examples include:

- Raising funds for bursaries or scholarships for women.
- Raising funds for an events day where women are given personal development activities.
- Providing facilities or equipment at a community resource, such as a local hospital, hospice, school or play area.

¹ 'Sustainable development' here means development which meets the needs of the present generation without compromising the ability of future generations to meet their needs.

- Raising funds for another charity whose activities reflect a WI mandate and campaigning priority.

This is not an exhaustive list and are just examples to help you assess areas you might wish to fundraise for and to check that whatever the cause and activity planned that it fits with the WI's charitable objects.

3.1.1 What kind of projects/appeals can WIs *not* support?

There are, however, many projects, appeals or causes that WIs cannot support because they do not further their charitable objects, and supporting them would cause the local WI to be in breach of charity law and/or regulatory requirements. The types of projects/appeals WIs cannot support include:

- A project to create better facilities for animals or prevent cruelty to animals.
- Raising funds to help an individual rebuild her house which has been damaged.
- Raising funds to help an individual pay for hospital treatment.

3.1.2 Acting as an individual

There may be causes that WI members want to support but which are outside the scope of the objects. There is nothing to prevent a group of WI members, acting as individuals, from organising fundraising events for the purpose of providing funds, support or assistance. However, they must do so as individuals and not in the name of the WI. They should not use any WI or NFWI trademark in relation to such projects, there should be no costs to WI funds and any funds raised should not go through the WI accounts.

3.2 Is there a public benefit to the project/appeal?

It is important to remember that all projects, appeals or causes supported by a WI must benefit as wide a section of the public as possible, i.e., provide **public benefit**. WIs should not support projects or causes that only benefit one individual or projects or activities which unnecessarily prevent some groups of people from benefiting.

4. Making a decision within your WI

The responsibility ultimately lies with the WI committee to determine whether a cause is appropriate to donate to. They should consider the following checklist:

1. Have we asked members what causes(s) are	Yes/No	<i>Notes: It is important that any fundraising causes have been identified, discussed and voted on</i>
---	--------	--

<p>important to them and our WI?</p>		<p><i>by WI members so everyone has a chance to share what they feel is important.</i></p>
<p>2. Have we checked these causes against our WI charitable objects to ensure they are compatible?</p>		<p><i>Notes: The key criterion for fundraising is to ensure compatibility of charitable objects. The WI's objects are in the constitution and represented above. The Charity Commission website is the best way to find out the charitable objects of another charity. Please also note that the WI is not religious or party political and therefore fundraising for causes of this nature must be avoided.</i></p>
<p>3. Will the funds have a wider public benefit, reaching more than just an individual or small group?</p>		<p><i>Notes: Any funds raised must benefit a wider group and not just one individual or small group of individuals.</i></p>
<p>4. Are we confident that the charity benefitting is well managed and accountable, also ensuring that their activities are managed legally and ethically?</p>		<p><i>Notes: Any appeal or organisation should be checked to ensure it is legitimate and that the charity shows accountability for its funds and how they are used. The Charity Commission and Fundraising Regulator publish details of complaints and enquiries to help donors make the right choices about who they raise money for. Understanding a charity or appeal's</i></p>

		<i>ethical approach is also useful.</i>
5. Will we be able to articulate the benefit and impact of the funds raised to our members?		<i>Notes: Accessing case studies and/or Annual Impact Reports from a charity's website is a good way of showing members the impact of the funds they have raised.</i>

5. Is there a national or NFWI charity that WIs are encouraged to support?

The NFWI has a long-standing relationship (and membership) with ACWW and this will continue. From time-to-time NFWI may also launch national partnerships and appeals with other charities that align with our charitable objects and/or campaigning priorities. These national partnerships and appeals will be aimed at amplifying the impact and funds raised by WIs across England, Wales and the Islands. However, any national partnership or appeal will be optional and so WIs will not be obliged to participate or raise funds for these if they don't wish to.

6. Legal aspects of fundraising

There are a number of legal rules that apply to different types and aspects of fundraising. WIs must, at minimum, apply the current fundraising guide from the Charity Commission, [CC20: Charity fundraising: A guide to trustee duties \(2016\)](#).

Apart from the full document, a useful checklist to help trustees evaluate the performance at suitable intervals against legal requirement and good practice is available [here](#).

7. Protecting yourself from fraudulent appeals

Fraudulent and bogus charity appeals are sadly increasing, so we would encourage you to ensure that any charity you are raising money for has been thoroughly checked. You and your WI must be happy that it is legitimate and that your funds will be well-utilised. If you are uncertain about the charity or appeal, then use the Charity Commission website or the Fundraising Regulator website to undertake more checks. If in doubt, then avoid the appeal. Any legitimate charity or appeal should be easily searchable and contactable.

8. The Fundraising Code of Practice

The Fundraising Regulator is the independent **regulator** of charitable **fundraising** in England, Wales and Northern Ireland. Their [Code of Fundraising Practice \(the Code\)](#) is a key document for all fundraisers in the UK. It features both fundraising standards and rules.

The NFWI is registered with the Fundraising Regulator and adheres to the Code. By doing so, the NFWI aims to help promote best practice and demonstrate compliance with the law. WIs and federations are encouraged to apply the Code in their fundraising to enrich this work and increase the WI organisation's reputation in the sector.

The Fundraising Code of Practice outlines the following:

- [Behaviour when fundraising](#)
- [Responsibilities of charitable institutions and those who govern them](#)
- [Processing personal data \(information\)](#)
- [Processing donations](#)

Further information about the Code can be found [here](#).

9. What information should I give members of the public if I am raising funds for a cause or project?

Legislation applying to charities requires any registered charity with a gross income in the preceding financial year of £5,000 or more to state that it is a registered charity on all notices, advertisements and other documents inviting contributions to the charity whether in cash or in kind, and also on all cheques, orders, invoices and receipts. Gross income includes subscriptions, interest from investments and proceeds from fundraising activities.

10. Using the NFWI Trademark

Before using any NFWI trademarks in your fundraising activities, you should first consult our Trademark Guidelines, which are available to download from My WI. All WIs are required to work within these guidelines.

11. What can I do to fundraise?

WIs have many options to fundraise. As long as the event or initiative is in line with the WI charitable objects then you can aim to be as creative as possible. Some ideas include ticketed speaker events, walks and runs, quizzes, workshops, auctions, stalls and sponsorship events. When raising money for another charity it is worth looking at the fundraising section of their website, as most charities will provide ideas or run national or local initiatives you may wish to participate in.

11.1 Using the internet for fundraising

WIs can use online crowdfunding platforms, such as GoFundMe, as fundraising tools. As with any fundraising endeavour, the WI needs to ensure that what they are raising funds for falls within the WI charitable objects. The WI must make clear they are fundraising on behalf of their WI specifically, rather than under the name of the federation or the NFWI.

11.2 Fundraising for Virtual WIs

Virtual WIs are welcome to use online events for fundraising, as well as online platforms like the above. Many of the events listed above could be held online, such as quizzes, scavenger hunts, online art classes, cook-a-longs, craft-a-longs or speaker events.

11.3 Raffles as a way of fundraising

Organising a raffle is a common and useful way for a WI to raise funds. It creates awareness of the WI in their local community and gives individuals the opportunity to support a good cause who would perhaps normally not donate to charities.

11.3.1 What is a raffle?

A raffle is a form of lottery where individuals buy a chance to win a prize. Different lotteries have different rules which apply although most WIs raffles are likely to be small lotteries. Raffles normally have a range of prizes available, which are awarded by chance. The ticket sales and raffle draw tend to happen as part of the same event.

The Charity Commission guidance on raffle for charities contained in their document [CC35: Trustees Trading and tax: How charities may lawfully trade](#)

'**Small lotteries**' are explained in the Charity Commission's [CC35 document](#). They form part of a **section 3 lottery** and do not need a licence or registration with the local authority, provided they abide by the following conditions:

- the raffle must be held as part of an event or 'exempt entertainments', such as fêtes and bazaars
- the total value of the prizes can be no more than £250
- the proceeds of the lottery must not be used for private gain
- no cash prizes may be given
- the sale and issue of tickets and the announcement of results must take place during the entertainment and at the event location

Society lotteries, are either [small](#) or [large](#) depending on if the tickets sales exceed £20,000. They are also known as a **section 5 lottery**. They are more tightly regulated, and the public can be invited to take part. This type of lottery can only be arranged by an organisation or group registered with the Gambling Commission, or with a local authority, depending on the size of the lottery business. Charities and trading subsidiaries can apply to register with the Gambling Commission.

11.3.2 Plan your raffle

Planning is an essential part of your WI's raffle. From a financial point of view, this is necessary to avoid financial loss and to have consistent control throughout the process. A budget needs to be set, with the planned expenses such as the cost of printing tickets, hire of equipment and prizes.

11.3.3 Further advice

If you are unsure what type of raffle you would be organising, please contact your local authority for further advice.

11.3.4 Corporation Tax

Profits made from a charity's raffle are exempt from corporation tax if the lottery is organised and promoted in line with either section 3 or section 5 of the Gambling Act 2005; and the profits from the lottery are only used to meet the charity's aims. The proceeds from the raffle can be split between the WI and a nominated charity.

12. Conclusion

Fundraising is an effective way for you and your WI to influence change in the areas that interest you. Post-pandemic, these are challenging times for all charities and so we are proud to be able to play our part in supporting the charity sector and raising funds and awareness for other charity partners.

13. Accessibility

This policy has been created with accessibility requirements in mind. If you need any help with accessibility, please let us know using the contact information below.

14. Contact us

If you have any questions or concerns about anything relating to fundraising, then please do contact the Finance team at the NFWI at fd@nfwl.org.uk.

Version	Date created	Last review date	Next review date	Document author
1	September 2022	N/A	September 2023	Finance Team