|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Donations will be used to further our mission | Mission | Considering your Organisation | |  | Considering your Beneficiaries and Stakeholders | | Community need | We are using the funds towards core and project costs which relate to our service users needs |
| We have the powers to raise funds and don’t have any specific restrictions. Donations will be collected in line with up to date fundraising regulator guidelines | Governance | Partners | No impact |
| We are a registered charity and are registered for gift aid | Organisational form | Market | Individuals and businesses donate to charities depending on the campaign. Other charities are our competitors as they also fundraise through donations |
| Nothing specific required from management level | Management | Considering your Potential Income Stream | | | | | Funder restrictions | Some donations may come with restrictions on what the donation may be used for, therefore we will ensure this type of donation is ring-fenced |
|  |  | Donations | | | | |  |  |
| We have adequate staff and volunteers to collect and process donations | People (staff, Trustees, Volunteers) |  | | | | | Services | We need a process for donations to be made (small change, online donations, credit/debit card donations) |
| We have effective marketing campaign skills and ensure volunteers are fully trained and inducted | Skills | Considering your Resources |  | | | Considering your activities | Product | The campaign will be developed with a clear ask |
| We will use a 3rd party to collect donations (I.e. Justgiving) for digital donations. We are registered for Gift Aid and have robust financial procedures in place to ring-fence restricted donations | Finance | Location | Venues across Cheshire East as well as online space |
| We have a website which will link to a 3rd party website. We will source locations to fundraise to the public (I.e. bucket collections) | Space and access | Activity level | This may take up some staff and volunteer time. We may need to grow our fundraising volunteer team |

**Guidance for completing tool - Donations**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Considering your Organisation** | |  | **Considering your Beneficiaries and Stakeholders** | |
| **Mission** | How does the activity fit within your mission? |  | **Community Need** | How would the income stream respond to beneficiary needs? |
| **Governance** | What governance procedures will be required?  Is there a policy on who cannot donate to you? |  | **Partners** | How will your current partners and future partners respond? |
| **Organisation Form** | How will this income stream affect the legal structure of your organisation?  Are you a registered charity (to claim Gift Aid)? |  | **Market** | Is there a market for your project/service?  Who are your competitors? |
| **Management** | Which management Structure do you need? |  | **Funder Restrictions** | How would funder restrictions impact on it? |
|  |  |  |  |  |
| **Considering your Resources** | |  | **Considering your activities** | |
| **People (staff, Trustees, Volunteers)** | Do you have the right people in your organisation to manage this income stream? |  | **Services** | What services/activities will you be required to deliver? |
| **Skills** | Does your team have the skills?  Should you invest in training? |  | **Product** | What products will you need to start developing? |
| **Finance** | What kind of financial management arrangements will be required?  Will this provide unrestricted income?  Are you registered for Gift Aid? |  | **Location** | Will you work in the same location or somewhere new? |
| **Space and Access** | Do you have the right accessible space for your project? |  | **Activity Level** | What changes in activity level can you expect? |