

Organise an event

Want to do something a bit different? We welcome any opportunity for you to get involved in supporting our work.

Whatever your interest, we want you to have fun and enjoy fundraising for CHILDREN with LEUKAEMIA. Because our work is funded entirely by donations from the public, we are always open to fresh ideas in fundraising and invite you to plan your own fundraising event to suit your individual or community's interests.

Here are a few things to consider when planning an event:

Location

Research your venue well and make sure it has all the facilities you need i.e. accessibility for disabled guests or adequate parking space. Ask if the venue is insured and whether it has a liquor and entertainment licence.

Date and time

Choosing an appropriate date and time to hold your event is crucial. Not many people will attend an outdoor BBQ in January. Check if there are any other events taking place in the area around that time to avoid conflicts.

Cost

Look at every aspect of your event and put together a *realistic* budget of possible costs. You may want to allocate funds for any unforeseen expenses.

Fundraising

You may decide to raise money through ticket sales, auctions, raffles or collections. Think of creative ways to make fundraising initiatives fun for your guests. Once you have worked out your costs and your method of fundraising, you will be able to determine how much you can hope to raise.

Guest List and Invitations

Consider who you would like to attend your event. Start by listing all your family members, friends, work colleagues and contacts, then ask them if they know anyone else who would be interested. Make sure your invitations are appropriate to your prospective guests.

Publicity

Spread the word through posters, flyers and banners. Informing your local press or radio station is a great way to promote the event to a wide audience. Also consider hiring a photographer - not only will it document your event, but can also offer pictures for post-event press.

Volunteers

Be realistic about what you can do on your own and recruit volunteers to help with the preparations and on the day of the event. Putting together a committee and allocating everyone to a particular role is a great way for everyone to get involved and share in the responsibility.

Keep it legal!

Your event may require permission from the police, your local council or even the charity.

- *Collections:* You will need permission from your local authority for street collections. Licenses are normally only allocated to registered charities. You will not be able to collect as an individual.
- *Licenses:* A public license is required by law if 2 or more people are performing and/or dancing. Indoor and outdoor events have different requirements:

Inside Event - If your selected venue has a valid license, you will be covered. If not, you will need to apply for a licence from your local authority at least 3 months in advance.

Outside Event - A licence is needed if you are planning to have musical performances/entertainment. Also, notify the police as well as your local authority if you are expecting a large crowd.

- *Alcohol License:* You will need one if the venue does not have a valid license. Contact your local magistrate's court at least one month before the event.

Insurance

If you open your event to the public, you will need Public Liability insurance to cover the event. Check with your venue to see if you are protected under their policy. If not, there are a number of insurance companies offering this type of coverage.

Health and Safety

Consult your local council on all Health and Safety concerns. We can also offer advice on what issues to consider if you are organising a large event.

Raffles

If you chose to have a raffle, there are three types to consider:

- *Private:* If the raffle is taking place in a workplace, at school, university or at your club you will not need a licence. However tickets can *only* be sold to people within these locations - not to the general public. The draw must take

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place at the premises where tickets were sold and on the same day the tickets were sold.

- *Small*: If the raffle is not the focus of the event, it does not need a licence; however, there must be no cash prizes and prizes should not exceed £250.00 in value. All sales of tickets and the announcement of the results must take place at the event.
- *Public*: If the raffle is open to members of the public and the tickets are sold over a period of time, it must be registered with the local authority. There must be a named promoter who takes full responsibility for the raffle.

If you would like to organise your own event or want to chat about a fundraising idea, contact **Suzanna, Sarah or Yvonne** on **020 7404 0808** or email **events@leukaemia.org**.

You can find more tips for getting the most out of your event and read about other people's fundraising experiences by visiting our **Fundraising Tips, Fundraising Ideas**, and **Fundraising Stories** pages on the website.