

HOW TO ORGANISE A STREET COLLECTION



Before the collection

- Contact the Licensing Department at your Local Council to find out the application process, this might be online or via an application form
- Complete the relevant application form from the Council including as much detail as possible
 - If there is anything you're unsure of, please contact Worldwide Cancer Research
- Send your application form to the Council and await their response
 - They will either call you to confirm a date, or automatically allocate you a requested date and send you a permit in the post
- If you don't hear after a couple of weeks, it would be worthwhile calling the Licencing Department to make sure they have received your application

Frequently asked questions

Q Can I provide the Council with a form of proof of my fundraising efforts to enhance my application?

A Whenever a Council asks for proof of what you're doing, your main source of evidence is an **authorisation letter** from a member of our staff that proves you are fundraising for Worldwide Cancer Research. This letter can be found on page four of this document. Simply fill in the gaps with your name and this will count as an official letter of proof.

Q What if I am asked by the Council to provide bank details for the charity?

A If the Council requires the charity's bank details, you are more than welcome to include these on the form, although we'd advise you to clarify what the bank details are being used for. They will most likely serve as an extra form of proof that we're indeed a registered charity. The relevant bank details are as follows:

- Account Name: Worldwide Cancer Research
- Account Number: 00772226
- Sort Code: 83-26-28

Street collection tips

Charities are often limited by the number of days each year that councils will allow them to hold collections. So if you have been allocated a day/or a couple of days on behalf of **Worldwide Cancer Research**, please try to make sure you are making the most of it.

Here are our top tips:

- **Make the most of the allocated time:** It's a good idea to get there promptly and stay until your collection ends, otherwise you'll be missing out on potential donations. Collection permits are rare so make the most of them.
- **Be friendly:** People are much more likely to approach someone with a smile than someone looking grumpy. Street collections can be lots of fun and the more you are seen to be enjoying yourself then the more successful the day could be.
- **Dress up:** Dressing up can help you to attract attention, but remember to wear your charity T-shirt on top of your costume.
- **Engage people:** Take the opportunity to tell people what you're doing and why you're doing it; they may be keener to help when they hear your reasons.
- **Have a few facts about Worldwide Cancer Research to hand:** People are always keen to hear where their money is going, so think of a few things you can tell people about the important work you're supporting. There's lots of information about our research on our website www.worldwidecancerresearch.org.

Street collection guidelines

We've put together the following pointers to ensure your collection day goes smoothly:

1. Wear your charity T-shirt at all times during the collection.
2. Start the day with an empty Worldwide Cancer Research collection tin with an unbroken seal.
3. Have a copy of the collection permit from the relevant council/organisation with you on the day.
4. Have a copy of your Worldwide Cancer Research authorisation letter with you on the day.
5. Please read the terms and conditions set out in your collection permit and make sure you follow them.
6. Make sure you store the money securely until it can be banked.

If you have any questions, please get in touch - and most importantly **have fun on the day!**

After the collection

- Count the money and transfer it to Worldwide Cancer Research as soon as possible

The steps for doing this are as follows:

- Count the money
- Put the money in money bags (these can be collected free from any bank branch)
- Pay the money into your bank account
- Pay the exact amount you raised directly onto your online fundraising page
- Most councils provide collectors with a form that will need to be filled out after the collection takes place
 - Include the exact amount that has been raised and the names of all collectors who took part
 - Once completed, return this to the Council.

If you have any questions about how to securely pay in the money you've raised, contact our supporter services team by calling 01334 477 910.

GOOD LUCK AND ENJOY!

Authorisation letter



Date:

To whom it may concern,

I am writing to confirm that _____ is raising money for Worldwide Cancer Research by taking part in _____

You have my personal assurance that all donations received by _____ and his/her team will help fund vital research into the causes, prevention and treatment of cancer, enabling progress to be made in the fight against the disease.

Please be aware that although they are authorised to collect funds on behalf of Worldwide Cancer Research they are not acting representatives of the organisation.

If you have any questions relating to the involvement of _____ with Worldwide Cancer Research please do not hesitate to contact me.

Kind Regards

Events Team

Worldwide Cancer Research