



## Online Fundraising Guidance

General guidance for fundraising for Ronald McDonald House Bristol via an online giving platform such as Just Giving, gofundme or Facebook:

1. Make sure that you have selected Ronald McDonald House Bristol as the charity to support with your page – this means donations will be paid to us directly and you don't have to worry about paying in your fundraising. We can provide a direct link for this.
2. Gift Aid will be collected by the platform, but it is important to know what is Gift Aid eligible.
  - a. If you are using the page for event sponsorship – you can collect Gift Aid on these donations so long as they meet the Gift Aid requirements.
  - b. If you are using the page for event or raffle tickets – you cannot collect Gift Aid and must turn this off when setting up your page.
  - c. If you're adding offline donations in bulk that have been given to you by others – you cannot collect Gift Aid. You can only collect Gift Aid on a donation made by you as an individual from your own money and when you receive nothing in return. You can collect Gift Aid on individual offline donations using a Sponsorship Form available on our website or from a member of our team.
  - d. If you're unsure please contact a member of our team and we can guide you.
3. If you're using images on your fundraising page (which we highly recommend doing to help tell your fundraising story), make sure you either own the copyright (as in it is a photo taken by you) or you have the permission of the person who does. You must also make sure you have consent from a parent or guardian if using a photograph or name of a child in your page.
4. We would also encourage you to tell as much of your story as possible via the platform, including adding updates along the way. Just make sure all content abides by the platforms terms and conditions and privacy policy.
5. Requests for donation refunds by individuals must be made via the platform and inline with the platforms refund policy.
6. While RMHB can provide you with a link to set up a fundraising page, this does not constitute endorsement of the platform. RMHB has no control over, is not responsible for, and does not guarantee, the platforms website or resources including but not limited to whether the website is error free, accurate, free from viruses or offensive material, and you use them at your own risk.



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Charity No: 1091342

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