Fundraising best practice

The document has been created for finance teams to ensure their procedures make fundraising simple for staff, whilst being in line with financial policies and laws. Enrichment and pastoral teams can share this with their finance teams.

Fundraising includes activities which aim to raise money to send to a charity, or buy items for a social action project, which benefits the community or environment, and does not include raising money to benefit students (for trips or curriculum related activities) or college departments.

The information outlines best practice for financial procedures for student and staff fundraising, usually as part of youth social action. The aim is to streamline processes within colleges to reduce barriers to impactful projects.

Clear guidance and process

Colleges should have procedures in place that allow fundraising donations to be collected easily and within financial policies, and provide clear guidance on how to take money when doing fundraising activities, which is shared widely.

Recommendation for options to have at fundraising events:

- Cash

Staff and students should be able to take cash and there should be clear procedures for staff on how the cash should be handled.

- Justgiving

If the charity is set up on Justgiving, then staff and students should be recommended to set up a page and take donations on the website using a QR code at their activity. There is a minimum donation of £2.50 on Justgiving and that is the lowest minimum of all of the charity donation websites.

- Card machines

There should be a process for staff and students to take card donations that go into college accounts. This allows donations to be taken for smaller charities, for internal projects and to take donations in our cash-free society.

ASSOCIATION OF COLLEGES

A simple procedure for making charity donations

When staff and students have taken donations by cash and card, there should be a simple procedure for them to send the money to a charity. It is recommended to have an option to request a charity donation on the internal customer service software. This money should be sent within two months so that the charity can recognise the project's effort and impact and this can be communicated to students.

A process that allows fundraised money to be spent

Occasionally money is fundraised to be spent on resources for a social action project. There should be a procedure and clear guidance on how the money that was processed from fundraising can then be spent.

Other

Guidance should be given around Code of Fundraising Practice, including behaviour when fundraising, acting in the best interest of the charity, making it clear what donations are for and ensuring all funds are processed and sent to the charity/used for the reason stated.

This resource was created by Florence Smith-Drayson, Regional Enrichment Coordinator on 22/09/2026.