

Street and store collections

Collecting money is one of the most popular methods of fundraising for branches and groups. Whether it is in the street or in a store they offer a positive opportunity for the general public to actively support fundraising in their local community and also provide an opportunity to raise awareness.

Store collections

For collections in supermarkets, shops, garden centres, shopping centres and other venues you need to seek permission from the manager. Collections on private property such as a shopping centre or railway station you must obtain permission from the landowner or manager.

What do you need to do?

Write a simple letter stating your branch or group name, the registered charity number and details of the days or dates you would prefer to be allocated. You could also include short details of how the money you raise will be used to benefit local people.

Street collections

To collect on the streets or other public places you must apply to your local council licensing department. They will often only allow a charity one day per year and popular collection days like weekends may get booked up early. Make sure you apply as early as possible.

What do you need to do?

Contact your local authority (or Metropolitan Police if in London) and find out what is required by them, councils often operate differently and will require different amounts of information. Most local authorities will have details of what they will require on their website and you may be able to download an application form to collect directly. They will often require specifics about the charity including the registered charity number, how the money you raise will be used to benefit local people, the number of collectors, where specifically you wish to collect and other related information.

Pub to pub collections

If collecting from pub to pub, a licence will be required from the local authority in addition to obtaining permission from the pub landlord.

Collection buckets

It is important that your collection buckets and tins are secure and labelled with the collector's details. Local authorities will often want to know how much individual collectors have raised so please make sure you have a way of recording this information.

Please note, no collection should be in such a manner as to cause, or be likely to cause, danger, obstruction, inconvenience or annoyance to any person. Remember to check your licence as they may have additional stipulations.

Does your branch or group regularly hold street or store collections?

We can help support you in this process. We can provide you with a copy of our public liability insurance, and we can provide you with a letter of authorisation on behalf of the Association as supporting evidence for your application.

Do you have non committee members volunteering with you?

Non-committee members have no form of identification stating they are connected with the Association; this being the case each collector should be issued with: an authorised collector's card, a letter of authorisation from the branch/ group stating that they are representatives of your branch/ group.

If you have answered yes to the above 2 questions, and require resources such as collectors cards or authorisation letters (both on behalf of the association and a template you to use on behalf of your branch/group) please contact the Volunteering Team and we will be more than happy to help.

It is good practice to publicise the results of your collection after the event, usually by letter of thanks to the local newspaper, as this provides an additional opportunity for raising awareness.