

Fundraising Group and Volunteer Handbook

October 2025

Welcome to Marie Curie

Fundraising Groups and Fundraising Volunteers are very important to Marie Curie and we are so excited that you are joining the charity in this role. You can make a real difference in helping us provide care and support to those at the end of life and their families as part of the fundraising team.

This handbook is your guide to getting started in your fundraising role and is also here to support you throughout your fundraising journey. It has been written by people who have expertise in each relevant area of the charity and will help you maximise the funds raised by your efforts.

All the information contained here is also available on a useful online area available to Fundraising Groups and Fundraising Volunteers only - [the Fundraising Volunteer Resource Hub](#). Your Community Fundraiser will ensure you understand how to use the website if you wish to do so.

Thank you for your support – we really couldn't do this without you.



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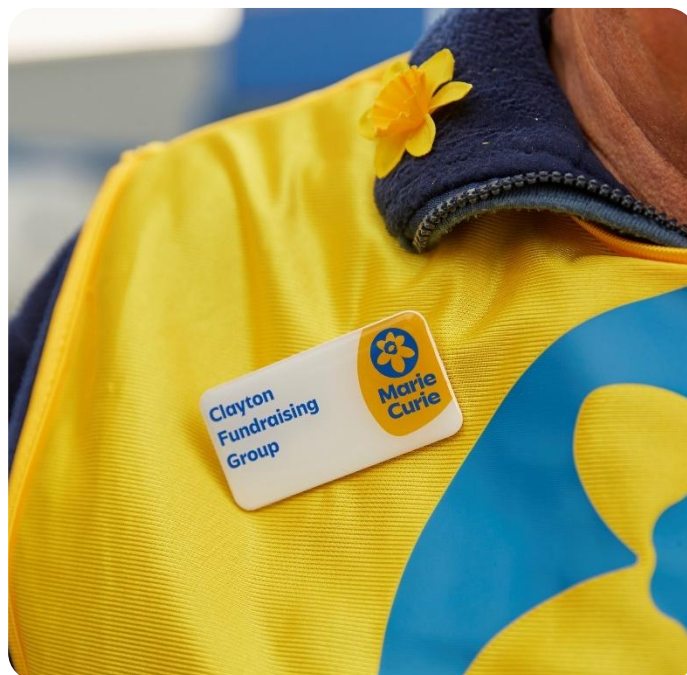
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Chapter 1: Fundraising Groups

Fundraising Groups raise funds for Marie Curie by organising fundraising activities and events. They also receive donations on Marie Curie's behalf.

Through our Fundraising Groups, we can reach out to more people in more communities. Groups add to our range of skills and knowledge – you fit right in the middle of Community Fundraising.

Your group will be the local face of Marie Curie, and we will provide you with all the tools you need to fulfil this role.



Forms explained

There are a few different forms that you will come across when running your Fundraising Group. Here are some of the most frequent:

1. Meeting agenda

Some Fundraising Groups have found it useful to have an agenda for their group meetings. You can find an example of a meeting agenda [here](#).

2. Meeting minutes

We recommend keeping note of any agreed decisions and actions from your group meetings. You can find an example [here](#).

3. AGM/annual celebration agenda

Each year your group will hold a special meeting, usually during the month that it was formed. You can find an example of the agenda for this meeting [here](#).

How will your group make the greatest difference?

- **Believe in the cause** and share the vision with others – your enthusiasm will be contagious.
- **Use what works well.** There are already a number of fundraising activities that work well for Marie Curie throughout the year. Your group should make the most of these in the community where you fundraise.

- **Be creative** and think up new ideas or bring a new twist to an existing idea. Talk to your Volunteer Manager about what has worked elsewhere and put a local angle on it.
- **Be realistic** and don't set targets that aren't achievable or will stretch you too far. It is better to run a number of small and successful activities throughout the year than one large event which stretches everyone too much.
- **Plan carefully** and look at all eventualities and opportunities. A simple timetable of what needs to be done, who is responsible for doing it and what the deadlines are will keep everyone on track and give an early warning of problems.
- **Use the personal touch.** It is one of the great strengths of a local Fundraising Group. Use your contacts and ask people to help. Most people are flattered to be asked even if they can't help right now.
- **Thank people** for their help, their time and their money and tell people what their help means for Marie Curie. A prompt thank you leads to loyal supporters who are very valuable indeed.

How can you help us?

We ask both Fundraising Groups and Fundraising Volunteers to support us in some of the ways listed below. We don't expect every group to get involved with all of the activities below, but you can pick the activities based on your groups' interests. By doing so, you will find it easy to raise money for Marie Curie and you will also help to raise our profile as a charity:

- **Great Daffodil Appeal**
- **Other collections**
- **Organising your own event**
- **Representing Marie Curie locally**
- **Placing and managing tins and/or daffodil boxes**
- **Recruiting new supporters and volunteers in your area**
- **Supporting Marie Curie's events in your area**
- **Supporting legacy marketing and In Memory fundraising**
- **Promoting other Marie Curie campaigns**

You can find out more information on some of these areas in the **Raising Money** chapter.

You don't have to start everything at once. Your Volunteer Manager will discuss everything with you in more detail and help you decide where to start.

You can also find lots of guidance and inspiration for your activities and events on our website, an online area specifically designed for our Fundraising Groups and Fundraising Volunteers like you.

How to run your Fundraising Group

Tasks within your Fundraising Group

All members of your Fundraising Group will register as a Fundraising Group member, but some people may choose to take on set tasks to help with the smooth running of the group. These may include Chair, Secretary and Treasurer. Tasks in a group make it clear to everyone who is doing what and will make it easier for you to get things done.

Your meetings

- You can agree amongst you on the most convenient time and location for your group to meet. You may even choose to meet virtually.
- You will work out how often you should meet depending on upcoming activity.
- Please ensure that the venue is appropriate for all group members. A member's home, local hotel, or community centre can work well. Meeting venues should be free of charge whenever possible.
- You may find it useful to have a [meeting agenda](#) for this, which you can circulate to members beforehand.
- An agreed group member should make notes of any agreed decisions and actions. Please share your key actions and information from the meeting with those who could not attend, as well as your Volunteer Manager. You can use our example [meeting minutes document](#) as a guide.
- The Treasurer or an agreed group member can update the group on any income raised since the last meeting.
- The meeting is also a good opportunity to circulate any new Marie Curie information or updates, as well as a chance to hand out posters and leaflets for events or campaigns for distribution in the community.

AGM/Annual Celebration meeting

The group should hold a special meeting each year during the month it was formed to celebrate the achievements of the previous year. We suggest this date is fixed well in advance as your Volunteer Manager may try to attend this meeting. Here is an example of an [AGM agenda](#) for your meeting.

The meeting should include:

- A review and celebration of your achievements throughout the year, as well as time to celebrate any volunteering milestones.
- A report of money raised and banked.
- A review and rotation of tasks within the group (if necessary).
- A plan for the forthcoming year.

It is important that the local community who has supported you during the year knows what has been achieved. Send a 'letter to editor' to local newspapers and parish newsletters.

You could even invite the press to send a photographer along to the start of your meeting or take your own group photograph to send in with your letter. Please speak to your Volunteer Manager for support with any press releases.

New members and helpers for your Fundraising Group

An extra pair of hands can make all the difference. Recruitment of new members to your group is sometimes necessary, particularly as you establish yourselves. Here are some of our top tips:

- Think about encouraging new group members to join at the end of your press releases. For instance, "Nailsea Fundraising Group for Marie Curie always welcomes new members".
- Speak to your Volunteer Manager if you are interested in templates for social media assets, posters and leaflets to help recruit new members.
- Linking your Fundraising Group's Facebook page or group with Marie Curie's official Facebook pages will help you find supporters in your area. Make sure you share the page details with your Volunteer Manager and look to give them admin access.
- Ask your Volunteer Manager for an 'Ask Me About Volunteering' badge to wear at your collection.
- Talk to supporters who attend your collections and events and invite them to come along to learn more. Remember, all new members need to go through the registration process.

If you have any concerns about talking to potential new members, ask your Volunteer Manager who may be able to help by meeting them with you.

What about your group's helpers?

Your group will benefit greatly from the help of people on an occasional basis at events and collections. There is no need for your group's helpers to be registered as members of the group, but they should be included in any event safety planning.

If you know someone who has helped out and would like to register to become a member of your Fundraising Group, please share their name and email with your Volunteer Manager.

Diversity policy

Marie Curie recognises that it is through the diversity of our workforce that we are able to provide the best care for our patients.

We aim to demonstrate respect for all our employees and volunteers, valuing each individual's contribution, regardless of their gender, age, sexual orientation, marital status, gender re-assignment, disability, nationality, race, ethnic origin, religion or belief. The aim of the policy is to eliminate discriminatory practices and to comply with discrimination legislation.

Marie Curie expects that any person interested in supporting or joining your Fundraising Group will be selected solely on the basis of their skills, knowledge or experience. If you have any concerns or questions about the policy, please ask your Volunteer Manager.

Young Person policy

There are regulations when it comes to involving young people in fundraising and volunteering. Generally, the following applies:

- All Fundraising Group members must be over 18 years of age.
- If you or a Fundraising Group member has a relation who is aged 14 years and over who would like to support the Fundraising Group, please speak to your Volunteer Manager who will be able to let you know if there are any options for them to support.

Code of Conduct

At Marie Curie, we have a Code of Conduct that our staff and volunteers must adhere to. To see a copy of our Code of Conduct, please contact your Volunteer Manager.

Chapter 2: Raising Money

There are many different types of fundraising and Marie Curie has worked to ensure that a wide portfolio of opportunities is available to supporters. The opportunities will depend on your role, but please talk to your Volunteer Manager if you would like to take on any additional tasks.

Your role as a Fundraising Volunteer is important as you engage with local people, ensure our nationwide campaigns are successful locally and help us reach new supporters.

Your Volunteer Manager will be able to tell you more about how the different fundraising methods work in your area.



Forms explained

There are a few different forms that you may come across when raising money in your role. Here are some of the most frequent:

1. Event activity planner

This is an event planner which will help you to plan and keep track of important events throughout the calendar year. This includes our national fundraising campaigns that we would like you to participate in, and you can also add any local or regional events in your area, as well as a space to put any events you plan to hold.

Your Volunteer Manager can help you to put this together. You can take a look at the template [here](#).

2. Event activity plan

We need to ensure all Marie Curie fundraising is safe and legal. Therefore, you will need to complete an Event Activity Plan when you first start planning an event. Your Volunteer Manager will work with you to ensure that your plans are safe and viable. Here you can find [the event activity plan template](#) and [guidance document](#) to help you complete this.

3. Gift Aid declaration form

Gift Aid allows Marie Curie to claim an extra 25p for every £1 donated by individuals, from HM Revenue and Customs. Your Volunteer Manager can give you some Gift Aid declaration forms for donors to complete and extra information on this so that we can make a claim. You can find the document [here](#).

Community fundraising

Great Daffodil Appeal

The [Great Daffodil Appeal](#) is our biggest fundraising campaign of the year and a great opportunity for you to raise lots of money, taking place every spring. It is also the time when the charity runs a national advertising campaign to increase understanding of its work, meaning it is the perfect time to fundraise in your local community.

Depending on your role, you may be responsible for organising the collections at supermarkets and high streets in your area. Permission will be sought by your Volunteer Manager, but they may need your expert local help with this. Any local support you can offer is greatly appreciated. You may recruit and schedule volunteers (supported by the charity's advertising and promotion), coordinate the collection day and count and bank the funds.

You may also manage the delivery and collection of daffodil boxes in your area. During the Great Daffodil Appeal, some sites with collection tins will be swapped for daffodil boxes to display. As well as this, you would need to find new sites for boxes in your community. Your involvement in the Great Daffodil Appeal might start in January, when you may begin organising the collections, which continues until April when all the boxes are collected.

Your Volunteer Manager will ensure that you are fully briefed on local appeal activity and will support you in making the most of it in your local area. Special Great Daffodil Appeal promotional materials and guidelines are issued closer to the time. These will include daffodil boxes, hats, tabards and, of course, daffodils!

Collection Tins

You may also choose to take responsibility for placing and managing collection tins in your community.

Tins placed in shops, bars and work canteens are among the most effective and efficient forms of fundraising. They also create a presence in the community as people get used to seeing the familiar yellow tins and the Marie Curie logo.

Don't forget to:

- Record information on the [site location form](#).
- Get permission from the site and record this using the [site permission form](#). As part of the Fundraising Regulator's Code of Practice, we need written permission from all sites that take a collection tin or daffodil box.
- Keep a record of income against each site.
- Share this information with your Volunteer Manager at least once a year. Your Volunteer Manager will reach out to you in April and October to discuss your campaign with you.
- We will also share our annual Collection Box Coordinator refresher guide to support you in your role.

When placing tins, remember to seek agreement of the site owner and ensure they have your contact details. Agree on how often you will exchange the tin for an empty one (typically, this would be every three months or so) and keep records of amounts collected for audit purposes. You will be supplied with some thank you cards to issue to sites if they wish to receive acknowledgement.

There are important guidelines for managing collection tins to ensure we comply with regulations. These include writing the tin number on the label on the tin and counting and recording each tin separately using the site's unique organisation number.

Your Volunteer Manager will also go over this with you before you start. Please refer to the chapter **Dealing with Money** for more information.

Collections

You can hold collections throughout the year with a particular focus on the Great Daffodil Appeal, Summer and Christmas. December is a good time to organise local Christmas collections as people are very generous at this time of year.

Regulations and restrictions apply to some types of collection and other teams also use supermarkets and shopping centres to fundraise from time to time, so please talk to your Volunteer Manager in the first instance about any collections you would like to hold.

For more information, please refer to the **Safe and Legal Fundraising** chapter.

When your collection is agreed, make sure it will raise as much money as possible for the effort you and others will put in:

- Decide the key sites and locations where you will have maximum footfall without causing a pedestrian blockage.
- Use our [Collection Management Tool](#) to draw up a rota so people have a timeslot of one or two hours at a time. If you don't have a login for the system, please speak to your Volunteer Manager who can support you with this.
- If you're a Collection Host, you will welcome collectors, give them a labelled box or bucket, along with a permit or letter and make sure they know where to go to collect.
- If you are holding a street collection, have a suitable site where collection materials and money can be securely stored and where volunteers can check in and out. You may consider having hot or cold drinks available for collectors.
- Keep clear and accurate records of who has each tin, so that you can record the collection accurately and tell people how much they have raised.



Local support & Fundraising My Way

As you get better known in your community, you will find that local people, clubs or organisations would also like to raise money for the charity. Encouraging local people to support the charity is a great way to boost fundraising income.

It is really important that the fundraising event belongs to them – not the Fundraising Group or the charity. It is not covered by the charity's insurance, so you as a volunteer or your group should not get involved in the setting up or running of the event.

This type of fundraising is a simple way of others supporting you and an easy way for you to raise funds. It can be as simple as introducing yourselves to pubs in your area and asking them to host a pub quiz or building a relationship with the local golf club around becoming Charity of the Year.

It's a good idea to have a planning session where you explore the networks you have as volunteers and how you could approach them to support Marie Curie. Please speak to your Volunteer Manager for more support.

Donations

You may receive a donation for Marie Curie because you are known in the local area as representing the charity. There are four kinds of donations:

- **General donations** from local people or businesses, which are often unsolicited.
- **In memoriam donations** are made in memory of someone. It could be an individual donation, or several donations collected and passed to you by a funeral director. It's important to bank this type of donation against the funeral director using their details as the supporter.
- **Fundraising event donations** made as a result of your event (for example, someone who is not able to attend may donate instead, you may be handed a donation at the event, or a local company may support your event by making a donation).
- **In celebration donations** are donations made during special events, such as weddings, anniversaries and birthdays.

It is very important that you take down the name, address, and postcode of the donor. We recommend that you take Marie Curie donation envelopes to events, talks and cheque presentations, as using these will help you capture the information you need and will look official. Your Volunteer Manager can provide these for you.

Gift Aid

Gift Aid allows Marie Curie to claim an extra 25p for every £1 donated by individuals, from HM Revenue and Customs. For the charity to be able to claim Gift Aid, the donor must pay income or capital gains tax (tax on salary, savings or investments). The donor must

have paid tax to the value of the Gift Aid on their donations in the financial year and have completed a declaration form.

Please note, this does not apply to income raised from raffles, collections, collection boxes, ticket sales or donations from organisations.

Your Volunteer Manager can give you some Gift Aid declaration forms for donors to complete so that we can make a claim - you can also find this document [here](#). If your donor has used a Marie Curie donation envelope, this will have asked them for a Gift Aid declaration.

Please encourage the donor to include their full name (or initials and surname) and home address with postcode to make the declaration valid.

Donated goods and services (gifts-in-kind)

You may receive goods or services free of charge from individuals, clubs, shops and businesses for fundraising purposes (e.g. raffle or tombola prizes, auction items or printing services).

You are not required to keep a record of these details or to let your Volunteer Manager know. However, it is essential that you thank the supporter or organisation that has donated the goods or services.

Clubs, Groups and Associations

You or your friends may be a member of a local club, or you might be aware of local organisations which fundraise or make donations to charities. Your Volunteer Manager can help you make an approach on behalf of Marie Curie.

If you or one of your Fundraising Group members gives talks in the community, you may be able to arrange to speak about the work of Marie Curie at their meeting. This is a great way to promote the charity and tell them how they can support your fundraising activities.

Certain Marie Curie community events are well suited to such organisations, such as our Great Daffodil Appeal collections.

Legacies

Legacies and gifts in Wills contribute greatly to the care and services provided by Marie Curie. Our Legacy Leads support people in writing Wills and inspire them to leave a gift to Marie Curie. The service includes seasonal free Will schemes and a special year-round scheme for volunteers and supporters.

If you'd like to help promote either our schemes to local solicitors, or gifts in Wills to supporters, or if you'd like more information on Wills for yourself, your Volunteer Manager can put you in touch with a Legacy Leads. You can also visit: mariecurie.org.uk/giftsinwills

Using JustGiving

JustGiving is a website which makes it easy to raise funds online. Fundraising Groups can have a campaign page to host fundraising pages for all fundraising activities associated with the group.

If your Fundraising Group would like to use JustGiving, please refer to our [JustGiving guide](#) or speak to your Volunteer Manager about getting a page set up for your Fundraising Group.

Support from supermarkets

Your local supermarket may be able to offer support to your group, for example by providing a grant. If you would like to approach your local supermarket(s), please speak to your Volunteer Manager in the first instance.

Organising your own fundraising event

Organising your own event can be great fun and support your fundraising. A well organised event can raise lots of money for Marie Curie. Remember, good planning is key to any successful event.

You are most likely to know what will work well in your community. Discuss your ideas with your Volunteer Manager, who will help you decide what will be the most suitable event for your group and raise the most money.

Marie Curie has a range of resources to support with your event. This includes our [event idea bank](#), which is your A-Z of fun fundraising ideas, as well as our event toolkits which have useful hints, tips and templates to make organising some events easier. You can find these resources on the [event section](#) of the online area.

The events you organise are in Marie Curie's name and need to be authorised by the charity before they can go ahead. You will need to complete an [event activity plan](#) when you first start planning your event. Once completed, send it to your Volunteer Manager, who will work with you to ensure it is viable and arrange approval for it to go ahead.

Event planning top tips:

- **Think about what the event you wish to organise.** You can use our resources above to help make organising an event much easier.
- **Timing is key.** The time of year, day of the week and time of day will play a big part in how successful your event is. Take note of school and bank holidays and consider their impact. Think about when your target audience is available and plan your event around this.
- **A suitable venue is very important.** The size of your venue will determine the number of people who can attend. You also need to consider how people will get there.
- **Plan to see whether extra help is needed.** You may be able to do everything yourselves, but it's possible that you may need to ask other people if they would be willing to help, too. When asking, be clear on exactly what you need and the time or equipment you require.
- **Keep your budget in mind.** Think about how much the event will cost and how you will raise the money, as well as how much you think you're likely to raise. It's important to be realistic and not to guess costs – always ring around for quotes. Always ask potential suppliers if they will donate their goods or services for free. Don't assume you have to

pay for everything. This includes venues, equipment and prizes. See the **Dealing with money** chapter for more information.

- **Staying safe and legal.** It is important that your event is safe and that you comply with legislation. You should do everything you can to avoid people being hurt or becoming ill as a result of your event. The chapter **Safe and Legal Fundraising** explains your obligations when organising an event.
- **Event promotion.** Think about the publicity required to promote your event and whether you need posters, flyers or tickets. Word of mouth is great for creating a buzz in your community. All events benefit from publicity to attract more people. There are special posters, flyers and ticket templates available for you to use. Please speak to your Volunteer Manager for more information.
- **On the day.** If you need a team of people to help, such as marshals and car park attendants, local organisations such as Rotary and Round Table can be helpful. Your helpers will need to complete and retain an Essential Volunteer Information card on the day of the event, which will give you important details of who to contact in the event of an emergency.
- **Final preparations.** Write an event schedule for the day. Include the time before the event to set up and afterwards to clear away. Brief your helpers two weeks before the event so that they know exactly what to expect when the day comes. Arrange refreshments for your helpers throughout the event. Make a list of the materials you will require for the day.
- Make sure that you take with you to the event:
 - Your event activity plan
 - Blank Essential Volunteer Information cards for your helpers to complete and keep with them at the event.
 - Emergency telephone numbers:
 - Community Fundraising Incident Team number
 - Your Community Fundraiser's contact information

If there is an emergency at your event, it's important to contact the Community Fundraising Incident Team on our emergency number: 0800 3047 112

- **After the event.** Allow time after the event for follow-up to count and bank all money raised. See the chapter **Dealing with Money** for more information. Review how the event went at your next meeting and share any thoughts with your Volunteer Manager. It's also important to report any incidents or misses at your event to your Volunteer Manager, who can support with these. Write letters of thanks to those who have helped and donated goods or services. Publicise the success of the event through your local

newspaper and social media. Most importantly, celebrate your hard work and achievements!

Other Marie Curie fundraising

We started this chapter by mentioning the wide range of Marie Curie fundraising activities, of which local Fundraising Groups and Fundraising Volunteers are a very important part. The following outlines some of the other activities you may come across in your community:

Events

Our Events team organise and promote a series of regional events. They oversee the recruitment and marketing for runs, cycles and UK and overseas treks. Please talk to your Volunteer Manager before organising these kinds of events as a group to ensure we have a joined-up approach.

Your Volunteer Manager may ask for your help to promote events from time to time. Your support as a volunteer on the day of events is a great benefit to us. It is a fun way to get involved, as well as being a great opportunity to meet staff and new supporters.

Fundraising Group members and Volunteers are also very welcome to take part in our events. To find out what's coming up visit mariecurie.org.uk/get-involved/charity-events

Participants of Marie Curie events may sometimes ask their local Fundraising Group to bank the money they have raised. Please do not accept this money but advise the supporter to follow the guidance in their event pack.

You can also support recruitment onto these events. If you are part of a Fundraising Group, get your supporters to set up their JustGiving page up from your campaign page so that their fundraising is linked to the group.

In memory funds

In memory funds are a special way for families and friends to celebrate the lives of someone they've lost, while raising money for Marie Curie. Funds can be set up online with photos, videos, tributes and stories on our website: memoryfund.mariecurie.org.uk

Direct mail appeals

The charity organises several successful direct mail appeals throughout the year. You may receive an appeal letter through the post or know someone who does. Sometimes, we will phone donors to follow up on their gift or ask them to increase their gift. All our donors receive the supporter magazine.

Regular giving fundraising

You may see small teams of Marie Curie representatives with stands at supermarkets, shopping centres and in workplaces, going door-to-door or on high streets. They offer people the opportunity to sign up for regular monthly gifts, which is a very important way of securing the charity's future. Your Volunteer Manager will keep you up to date with any activity in your area.

If you work at a company which runs a payroll-giving scheme (where staff can donate through their pay), you could help Marie Curie benefit from the scheme by putting us in touch with an appropriate person to talk to.

To find out more about making a regular gift to Marie Curie, visit mariecurie.org.uk/donate

Corporate fundraising

Corporate fundraising focuses on building corporate and commercial partnerships across the UK to raise income for the charity. We have benefitted from very successful partnerships with companies such as Superdrug, Morrisons and Savers Health and Beauty, to name just a few.

A commercial partnership is when an arrangement is made under contract for a company to use our name and logo on a product in exchange for a fixed donation or an agreed proportion of the product's sales or profit.

From time to time, we will ask for your help to secure an important new partnership. Sometimes we need to be nominated by staff or customers to be considered for a Charity of the Year partnership, and often the final decision on which charity a company supports falls to a staff or customer vote. If this happens, it's all hands-on deck and we will ask you as well as your friends and family to vote for Marie Curie.

We may also ask you to help by acting as the local Marie Curie contact for a local branch of a Charity of the Year partner. This local support is important as it helps to motivate the branch to raise as much money as possible.

At a more local level, you may be able to support your Volunteer Manager in identifying local opportunities to build relationships with businesses.

To find out more about corporate fundraising, visit mariecurie.org.uk/get-involved/companies/partners

Matched giving

Some companies will match the amount an employee has raised for a charity through a 'matched giving' scheme. If you or members of your group work for a company, it is worth checking with them to see if they operate a similar scheme.

Shops

There are more than 130 Marie Curie shops across the UK. The shops aim to make as much money as they can by selling items donated by the generous public. Income is topped up with the Gift Aid on Donated Goods scheme and selling some new goods including Christmas cards and gifts.

There is also an online shop where you will find a fantastic variety of items for the home and garden as well as gifts for friends and family.

To see what's on offer, or to find your local shop, visit mariecurie.org.uk/get-involved/charity-shops

Chapter 3: Dealing with Money

This guidance explains the basic procedures that must be followed by all Fundraising Groups and Fundraising Volunteers who are involved with the handling of money.

These procedures have been put in place to:

- protect the charity from fraud, theft or embezzlement.
- protect volunteers and staff from accusations of dishonesty.
- assure donors their donations and gifts are used for the purpose for which they were given.
- enable the charity to maintain up-to-date and accurate records of all our supporters and the contributions they make.
- assist the charity in making accurate plans for the future.
- help Fundraising Groups and Fundraising Volunteers to keep accurate records of monies raised.



Forms explained

There are a few different forms that you will come across when dealing with money. As a Fundraising Volunteer, you will be given a paying-in book, a receipt book, Marie Curie donation envelopes and business reply envelopes.

Always include your Volunteer or Fundraising Group name and unique Volunteer or Fundraising Group number on every form you use, particularly on all paperwork you send to the charity.

1. Paying-in slip

Every time income is banked, a paying-in slip must be completed. The completed slip will be given to the bank, and the stub will remain in the paying in book for your reference.

A unique paying-in slip number will be on the slip and the stub, which needs to be recorded on the income form (online or paper form). You must always get a printed receipt as proof of the deposit. Alternatively, the branch must stamp the completed paying-in slip stub.

2. Income form

One income form must be used per paying-in slip. Add details of the income you have banked and how it was raised. You can complete the income form [online](#). It is very simple to use and quick to complete – speak to your Volunteer Manager to find out more. You can also complete the [paper income form](#) if you prefer.

For paper income forms, please post inside a pre-paid Business Reply Envelope as soon as you have banked, or you can email it to sat@mariecurie.org.uk. The form (paper or online) must be signed by whoever has counted the income as well as by an unrelated person who was present when the income was counted.

3. Treasurer's report

We recommend that the Treasurer or designated group member completes this document each time money has been banked and retains it for their own records. These reports are a useful record for your group and are also used to show how donation income has been accounted for. If a query arose about a banked donation, your Volunteer Manager may ask to see this report. You can find this document [here](#).

4. Gift Aid declaration form

Donations from individuals are eligible for Gift Aid. If you or your group sends the supporter a thank you letter for a donation, you should include a Gift Aid form with the letter and return all completed Gift Aid forms to your Volunteer Manager. You can find this document [here](#).

5. Marie Curie donation envelopes

Donation envelopes should be taken to events, talks and cheque presentations. If someone wishes to make a donation, you can hand the envelope to the donor for them to put their donation in and seal. The added advantage of envelopes is that donors can record their details and tick the Gift Aid box if applicable.

6. Receipt book

You or your group will be given a receipt book. You should take your receipt book to your events, meetings and cheque presentations so you can complete a receipt on the spot whenever possible.

7. Counting form

We have a counting form that you can use to help with the counting and completion of your paying in slip. We encourage you to use this form to help you with your counting, but this is not mandatory. You can find a copy of the counting form [here](#).

8. Site location form

The site location form will help you to keep track of where your collection or daffodil boxes are placed. Please keep a copy of this for your own records. You can find a copy of the location form [here](#).

Banking income

When banking income raised, there are four options available to you:

Option 1 – Natwest / Royal Bank of Scotland / Ulster Bank

- You can bank income at your nearest Nat West / RBS / Ulster Bank branch using paying in slips given to you by your Community Fundraiser.

Option 2 – Post Office

- If there is no local bank branch available, you can bank at the local Post Office.
- Cash and cheques must be banked on separate paying in slips.
- On the whole they will only accept full bags of coins.
- In theory they will only accept a maximum of £250 coinage.
- You will need a barcoded paying in book for Post Office banking.
- There are also many [banking hubs](#) opening up around the UK where you can do the same.

Option 3 – BACS Transfer / Cheque

- If there is no local bank branch or banking at the Post Office will cause problems, you can use your own banking facilities and then transfer the income to Marie Curie.
- You should contact your Community Fundraiser to arrange authorisation to bank this way before depositing money.

Option 4 – Coinstar

- Over recent years, the handling of cash, in particular coins, has become increasingly difficult due to high street banks closing, post offices closing, a reduction of counting machines within banks, and general resistance to take a high volume of coins. Coinstar provide self-serve kiosks that allow members of the public to convert loose change into cash or donate to charity. You can use the [Coinstar income form](#) if this is your preferred option for banking income.

You should never set up a bank account for your Fundraising Group.

Financial year

Marie Curie's financial year runs from April 1 to March 31. We ask that your Fundraising Group operates the same financial year. This is likely to mean that your first year will be a short year (e.g. if your group forms in September, there will be seven months in your first financial year).

Month end

The charity must account for all monies banked during the month by recording them on the charity's central databases before reconciling them with statements from the bank. For this reason, we ask that you post or email the paperwork for each deposit promptly after banking. This prevents money being held up in the system, and instead the charity will be able to spend it to help patients and their families.

Cash insurance

There is a £2,500 insurance cover limit for money while it's being kept in a group member's home (e.g. if taken home after an event to be banked the next day). So, if your Fundraising Group has raised more than £2,500 at an event or collection, it should be shared out amongst members.

For the insurance cover to be valid when transporting money to the bank, please ensure good risk management practice:

- Up to £2,500 – 1 person
- Between £2,500 and £5,000 – 2 people
- Between £5,000 and £7,500 – 3 people
- Between £7,500 and £10,000 – 4 people
- Over £10,000 – Professional Carrying Company. Please contact your Volunteer Manager if you anticipate this amount of money.

There is no limit on the insurance of cheques.

Income collected at events and collections

The counting area at events and collections must be secure and well away from any public area. If this is not possible at the venue of the event, the monies should be placed in a sealed bag or kept in the tin/bucket to take to a secure place for counting. If necessary, share the proceeds amongst members to keep within the limit of £2,500 per Fundraising Group member.

Before sealing the bag, signatures of two unrelated people present should be included. Appropriate bags can be obtained at the bank.

Charity vouchers

Charity vouchers, such as Charities Aid Foundation (CAF) vouchers, cannot be deposited at the bank. Please send these vouchers directly to your Volunteer Manager for processing, along with details of the donation. You should not include these vouchers on your paying-in slip or your income form.

Contactless payments

We are committed to providing volunteers with the best opportunity to raise money and are investing in contactless machines as part of this. This will allow you to take income at your collections and events when people don't have cash. As it stands, we are unable to provide every group and volunteer with a device due to the cost of these.

It is important that we ensure that we are cost effective in our use of these devices, and that we remain compliant. If you have any events or collections coming up and would like a device, please speak to your Volunteer Manager in advance so they can best manage the distribution of these.

Please do not purchase your own or use any other devices apart from Marie Curie devices. This is because we need to ensure we are using such devices in a compliant manner and doing what we can to protect any donor data.

Credit card payments

If you don't have a contactless unit, there is no facility to accept credit card or debit card payment donations. This is because of the extremely sensitive nature of the data captured in order to process the payments. If a supporter wishes to make such a donation or pay for a ticket for your event by credit card and is unable to pay by cheque or cash, please refer them to your Volunteer Manager.

If you are given a donation envelope with the supporter's credit card details, please hand the envelope back to the person who gave it to you and ask them to contact their local Volunteer Manager or the Supporter Relations Team to make the card payment. Alternatively, if you have a contact number for the supporter, please ring them to explain that you cannot process credit card donations and refer them to your Volunteer Manager.

Banking top tips

- Make yourself known to the bank branch, particularly before busy times like the Great Daffodil Appeal when your visits and amount of coinage will increase.
- Be aware of your surroundings and try to bank in daylight hours.
- Use an innocuous carrier that does not attract attention to the fact you are carrying money – perhaps a rucksack.
- Park as close to the bank as possible.
- If there is any security risk at all, always ensure two people make the journey to the bank.
- Please do not place yourself at risk. If you are unsure, contact your Volunteer Manager for advice.

Income processing

Banking preparation

- All cash and cheques received must be banked within five working days and all paperwork returned as soon as possible, and ideally within 5 days.
- The counting of all cash transactions should be witnessed by an unrelated person and recorded on an income form signed by the two people present. This is a requirement of the Institute of Fundraising.
- All cheques should be made payable to Marie Curie. It is not necessary to include the fundraising group/volunteer name in the payee details.

- Each cheque should be listed separately on the reverse of the paying-in slip used to bank them.
- There should be one income form completed for each paying-in slip used.

On every income form you will need to complete:

- Your name or group name.
- Your unique number or group number.
- Total banked on the paying-in slip, which should match the total on the income form.
- Paying-in slip number.
- Date of income banked.
- Signature of the person who counted the income.
- Signature of the unrelated person who witnessed the counting of income.

Always include your Volunteer or Fundraising Group name and unique Volunteer or Fundraising Group number on every form you use, particularly on all paperwork you send to the charity.

Depositing income

Some banks have cash deposit machines which you may use to deposit the cash rather than taking it to the cashier. In this case, you can either:

- Count the cash in advance at home, in the presence of a witness. Both people must sign the income form, or...
- Take the tins and donations to the bank uncounted. In the presence of your witness at the bank, open the tins and enter the donations into the machine. The witness can be an official at the bank, if they have agreed to do so and if you are sure in advance that they will be available. Both people must sign the income form.

Informing the fundraising office

As soon as the monies have been deposited at the bank, post the income form using a Business Reply Envelope or email it to sat@mariecurie.org.uk

The following information describes how to handle the monies for specific income streams and record it on the income form.

We ask for this information because we maintain a record of all our supporters, the contributions they make to the charity and how the money was raised. We keep these records to ensure that we thank supporters properly and understand the value of each fundraising activity to help us budget for the future:

Public Collections (e.g. street, supermarket, shopping centre)

For these, record details of each collection on the income form, as follows:

- The collection date.
- The name of the collection (e.g. Sainsbury's).
- The address of the collection (provide as many details as possible including a postcode if known).
- Enter the name of each collector and how much money they raised.
 - Street collections should be counted by two people. Please talk to your Volunteer Manager for more information on this.

Collection tins (e.g. counter tops of shops, pubs, businesses)

We recommend that collection tins are counted off-site for security reasons, unless the site contact specifically asks for monies to be counted in their presence.

When you bank the proceeds from collection tins:

- Record the total number of tins the income is from.
- Record the total income from all tins combined.

Complete a [collection tin/box location form](#) to record where you have placed each tin and keep it for your own records. As the charity doesn't keep a record of where the tins/boxes have been placed, it's essential that you keep a record of this. Your Volunteer Manager will ask to see this once a year so that we can report on the number of tins we have. Site owners will also need to complete a [consent form](#) to have a tin placed at their location. Please speak to your Volunteer Manager if you need more information on this.

The charity will **not** send a thank you letter to each site as we have no record of where tins are placed. Please give out a thank you postcard when you collect the collection tin.

Daffodil boxes (e.g. counter tops of shops, pubs, businesses)

During the Great Daffodil Appeal, you will be sent a kit specific to the collecting and banking of daffodil boxes.

As with collection tins, we recommend that daffodil boxes are counted off-site for security reasons, unless the site contact specifically asks for monies to be counted in their presence.

When you bank the proceeds from daffodil boxes:

- Record the total number of boxes the income is from.
- Record the total income from all boxes combined.

Complete a [collection tin/box location form](#) to record where you have placed each box. You won't need to send this to Marie Curie but it's essential that you keep a record of this. Site owners will also need to complete an authorisation form to have a tin placed at their location. Please speak to your Volunteer Manager for more information on this.

The charity will **not** thank each site as we have no record of where daffodil boxes have been placed. Please give out a thank you postcard when you collect each daffodil box.

Donations

When you receive donations, it's important that you record the following information on the back page of the income form:

- Supporter's full name, including title (the person who has made the donation).
- Organisation name (if applicable).
- Address and postcode.
- Whether the supporter would like an official thank you.
- The value of the donation.
- If the donation was made in celebration of a birthday, wedding or anniversary, include details of who it was in celebration of.
- If the donation has been made in memoriam, include the deceased person's name, if known.
- If the donation was from a funeral director, include details of the deceased's name, funeral director's name and next of kin's name.

We will only send the supporter a thank you letter if you have indicated 'yes' for 'send an official thank you'.

Fundraising Group events

For the proceeds of events organised by the Fundraising Group, record on the back page of the income form the total raised at the event (excluding trading sales).

After your event has taken place, take the time to talk to your Volunteer Manager to go over the success of the event.

Promotional materials

Due to high cost and low returns, we do not provide volunteers with trading stock. Your Volunteer Manager may be able to give you Marie Curie Christmas cards to display or sell at your events. Please speak with your Volunteer Manager for more information.

We also provide small stocks of promotional materials such as trolley keyrings and pens. We are not able to sell these but can take donations for them.

An event or activity organised by a supporter and not your group

The proceeds of an event organised in your community may be given to your Fundraising Group or you may be invited to collect a cheque at a local community event on behalf of Marie Curie. For example, your local pub may have held a pub quiz, or the local golf club may donate the proceeds of their annual competition to Marie Curie.

For the proceeds of these events, you need to:

- Record the total raised at the event (excluding trading sales) on the back page of the income form as follows:

- Enter the amount raised at the event.
- Enter the full name and address of the supporter or organisation who organised the event.
- Tell us if the supporter/organisation requires an official thank you.

Supporters who are taking part in a Marie Curie event such as a trek or a marathon may ask you to bank the money they have raised as they will know you as the local Fundraising Group.

Please **do not** accept this money as it needs to be paid into special accounts or dealt with in a particular way. This is because it may need to count towards a specific target or because we would write to people to prompt them for their fundraising income if it is not handled in the correct way. Please advise the supporter to follow the guidance in their event welcome pack.

If someone is taking part in an event, you can ask them to set up a Fundraising Page which links to your group's JustGiving page. To find out more, take a look at our [JustGiving guide](#).

Expenditure

As you would expect, Marie Curie keeps comprehensive records of expenditure and has guidelines of what is an acceptable amount to spend on fundraising activities and events.

Fundraising Group events

It's important that:

- If your event is projected to raise up to £5,000, the cost ratio should be no more than 20%.
- If your event is projected to raise over £5,000, the cost ratio should be no more than 35%.

Cost ratio = (cost ÷ income) x 100.

For instance, if you anticipate your event costs to be £60 and you expect to raise £300, your cost ratio is (60 ÷ 300) x 100 = 20%.

You will use the [Event Activity Plan](#) to plan your event budget. Your Volunteer Manager will review the budget with you, make recommendations for adjustment and, if agreed, give authorisation for the event to go ahead.

Most costs should be invoiced directly to the charity and should have been agreed in advance with your Volunteer Manager in your Activity Plan.

Invoices should be in the name of Marie Curie and should be sent to your Volunteer Manager for payment as soon as they are received. We cannot pay invoices without a completed activity plan and having received any third-party documents.

Upfront costs

Wherever possible, please ask for invoices and send these to your Volunteer Manager for direct payment.

However, it might not be possible for all costs to be invoiced, and you may need to spend a small amount of money upfront, perhaps for tea, coffee and milk for your helpers on the day. If this is the case, you can reclaim your upfront costs from the event proceeds before you deposit them at the bank or, alternatively, via the Marie Curie expenses procedure.

Volunteer expenses

While we aim to keep costs low, investing in your ability to do your volunteer role, and to do so safely, is an essential spend for us to allow us to raise more money.

You can and should claim any reasonable out of pocket expenses you incur while volunteering. This may include travel, subsistence and any other expenses which have been agreed prior with your Volunteer Manager. You can find a copy of the [volunteer expenses claim form](#), which should be returned to your Volunteer Manager.

Expenses are paid twice monthly, by bank transfer. Your Volunteer Manager can send you more information if needed, so please get in touch if you have any questions on expenses.

You can and should claim any reasonable out of pocket expenses you incur while volunteering. These can be agreed with your Volunteer Manager.

Chapter 4: Safe and Legal Fundraising

Keeping your fundraising safe and legal will ensure that you, the people who support you or your group and the name and reputation of the charity are all protected. Ultimately, this protects the people who need our care.

This chapter will give an overview of all you need to know. We have put together a more in-depth guidance document to support you with your events, which you can find [here](#).

Please speak with your Volunteer Manager if you have any questions.



Forms explained

There are a few different forms that you will come across when ensuring that your fundraising is safe and legal. Here are the most frequent:

1. Site consent form

We need written permission from every site that has a collection tin or daffodil box. This is used by Collection Box Coordinators to gain written consent. You can find this [here](#).

2. Site location form

The site location form will help you to keep track of where your collection or daffodil boxes are placed. Please keep a copy of this for your own record. You can find this [here](#).

3. Activity plan

An event activity plan must be completed for each fundraising activity organised. This should be submitted at least 6 weeks in advance of the planned activity date to your Volunteer Manager. You use the [event activity plan template](#) and [activity plan guidance](#) to complete this. We also have some [activity plan FAQs](#) on our website to support you.

The law and best practice

We want to ensure that the activities that you arrange as a volunteer are fun and exciting. However, there are things which you need to keep in mind regarding the UK law. These

requirements have not been put in place to hinder the great work that you do, but to ensure we are supporting you in meeting those legal requirements.

Some areas of legislation are complicated and differ between the countries within the United Kingdom, so always speak to your Volunteer Manager if you have any questions.

We have a short guide designed to give you an overview of the key legal requirements which you will need to follow. The document covers:

- Our registration and name
- Collections
- Collection Boxes
- Competition
- Contacts
- Data Protection
- Taking Card Payments
- Fraud
- Gaming
- Lotteries
- Music
- Product Safety
- Public Entertainment
- Sponsor Forms
- Working with Businesses

You can find this document [here](#).

Licencing

There are a few different licences you should keep in mind when fundraising or holding an event. These licences include:

- For collections
- For public entertainment
- For music
- For film
- For alcohol

You can find all the information on this in our [Activity Plan guidance](#), which goes through each consideration one by one. You can also read more about ensuring your events meet those legal requirements our [Keeping It Legal guide](#).

For more information on licenses for your events, you should refer to the [Volunteer Own Event Activity Plan Guide](#) and our [Activity Plan Keeping it Legal Guide](#).

Prize-led fundraising, gambling and gaming

Volunteers can run an incidental lottery, a prize competition, a free prize draw or a workplace raffle. However, any raffle being run **must** be agreed with your Volunteer Manager first as part of the event planning process, as all prize-led fundraising needs to be carefully considered before being implemented.

If you are interested in holding a raffle or lottery, take a look at [our raffle guides](#), which give examples of the types of raffles/lotteries that you can run. This also explains the rules and regulations which vary depending on which part of the UK you live in.

Central opportunities

Marie Curie has a gaming programme that includes a weekly lottery, seasonal raffle and prize draw programme. You can find out more information on Marie Curie's [Good Ways to Win website](#) or by emailing gaming@mariecurie.org.uk.

If you are interested in selling tickets for one of our seasonal raffles, you can request these to sell on our behalf:

- Daffodil Raffle – January to April
- Nurses Raffle – April to July
- Summer Raffle – July to October
- Christmas Raffle – October to December
- New Year Raffle – December to January

Please contact your Volunteer Manager or gaming@mariecurie.org.uk for more information on our central opportunities.

Safeguarding

Marie Curie is committed to safeguarding all our people from harm. We believe that safeguarding is everyone's responsibility. It is therefore important that we ensure the safety and wellbeing of our staff, volunteers and potential donors. To do so, we have systems and processes in place to identify and assess potential areas of risk across all our activities and to manage these risks. This includes recognising when an individual may be in a vulnerable circumstance and may need additional care and support.

We treat all donors and potential donors fairly and with respect for their individual needs and wishes. The same applies to children as we are committed to safeguarding children to ensure their safety and wellbeing in all our activities.

If you have any safeguarding concerns during your time volunteering with us, please report these to your Volunteer Manager as soon as possible. You can also reach out to your Volunteer Manager if you require any advice or support around safeguarding.

Health and safety

It's important to ensure that all events and activities are well planned and safe. This is to protect the charity, our staff & volunteers, our supporters and the public. It also ensures we meet the requirements of our insurers.

By not following due diligence when planning an event and documenting it, it would put Marie Curie at risk; legally, financially and reputationally.

You can find all the information you'll need in our [activity plan guidance](#). This guidance document has been created to help support you writing your event activity plan, which you need to complete and provide to your Volunteer Manager when planning any fundraising activities. This goes into depth on each of the areas you'll need to consider to ensure these events and activities are safe.

We want you to have fun and enjoy your fundraising activities, so it's really important that you and/or your group takes all the necessary precautions to make your events and activities safe for everyone involved.

Insurance

Events

Marie Curie is insured against claims made by participants for injury sustained while taking part in a fundraising event as a result of Marie Curie's negligence. This includes cover for all volunteers involved in a fundraising event which is being arranged on behalf of Marie Curie.

However, all employees and volunteers acting on Marie Curie's behalf have a duty to follow good risk management practice and comply with established procedures.

To do so, as part of your event you must insure that is fully risk assessed, using the event activity plan and activity plan guidance in this chapter. Anything inherently risky, such as fireworks, bouncy castles or boating activities, needs to be approved by our insurers.

Please ask your Volunteer Manager for further guidance on anything you are not sure about around events and insurance.

Security of money

Cash raised at an event or collection and in transit is insured for £2,500 for each Fundraising Group member. While in transit or when transporting money to the bank, the following rules must be followed:

- Up to £2,500 - one person to accompany banking
- £2,501 – £5,000 - two people to accompany banking

- £5,001 – £7,500 - three people to accompany banking
- £7,501 – £10,000 - four people to accompany banking
- Over £10,000 - professional carrying company

Personal safety is very important, and your assessment of risk should include security of cash and any risks associated with carrying cash, including the weight of carrying coins. We recommend that collection tins are transported and counted off site in a secure location by two unrelated people, unless the site contact specifically requests monies to be counted in their presence. Money should be kept secure in a sealed container.

Drivers

Volunteering will often be included in insurance coverage for the basic social, domestic and pleasure category.

However, it is the volunteer's responsibility to let their insurance company know if they will be using their vehicle whilst volunteering, specifying that they will not be receiving any payment apart from reimbursed expenses.

For more information search 'volunteers' on the Association of British Insurers website: www.abi.org.uk

Personal possessions and events held in the home

Marie Curie does not have any cover for the personal possessions or property of volunteers, and we would expect you to have your own household and contents insurance to cover you during any home-based fundraising events.

We would recommend you mention the event to your insurers to be confident it is all covered.

Personal safety and lone working

Carrying out volunteering activities on your own should be avoided wherever possible. It is always better to have a fellow volunteer with you, especially when the collection and management of money is involved, which can lead to potential security issues and increased safety risks. If lone volunteering cannot be avoided, preparing for the activity or event to keep yourself safe is key.

When carrying out a volunteering duty alone, always:

- have a fully charged mobile phone as a means of emergency contact (and can be used as a torch in areas without suitable street lighting).
- have a 'contact buddy' who knows where you are going, when you are due back and what to do if you don't arrive when expected (including contacting local police if appropriate).
- partner up lone females if volunteering in remote event locations.
- if possible, request payment for an event in advance to reduce the amount of cash handling taking place on the day.
- handle cash in private areas and plan a secure storage area for money and donations and think about how you are going to transport cash in a discrete way.

- carry the Community Fundraising Incident Team (CFIT) number with you at all times – this is our 24-hour emergency line. The number is 0800 304 7112.

If you have an incident whilst lone volunteering, or if you have any general safety concerns, please make sure you report them to your Marie Curie contact – your safety is our priority.

Chapter 5: Communication and Publicity

As a Fundraising Volunteer, you are the face and voice of Marie Curie in your local community and so talking about the charity and your fundraising activities is key to making them successful.

It's important to be consistent with approved charity messages and use appropriate communication methods.

This chapter will give you a general overview of how to communicate effectively in your role.



Forms explained

There are a few different documents related to the area of communication and publicity that you may come across in your role:

1. Fundraising Group template newsletter

This top tips guide will help you if your Fundraising Group would like to create a newsletter. Producing a newsletter to highlight your group's activities, successes and upcoming events can be a great way to increase awareness and support. You can find this document [here](#).

2. Latest facts and stats

It's important to make sure you are comfortable and confident in talking about Marie Curie and our key messages. You can take a look at our [latest facts and stats](#) document to support with this.

What we do

Marie Curie is the UK's leading end of life charity. We are here for anyone with an illness they're likely to die from, and those close to them. Whatever the illness, wherever you are, we're with you to the end.

We bring over 75 years of experience and leading research to the care we give you at home, in our hospices and over the phone. And we push for a better end of life for all by campaigning and sharing research to change the system.

It's important to understand our vision and our services when talking to the public about Marie Curie. You can read more about these using the links below.

Resources

We have lots of useful resources available for you to read through on our website, which will support you in your role and when talking about Marie Curie:

- [About us](#) – here you can find a general overview on Marie Curie.
- [Our History](#) – here you can find out more about the history of the charity.
- [Information and Support](#) – here you can find our practical information and support on all aspects of life with terminal illness, dying and bereavement, including our Support Line.
- [Our Services](#) – here you can find out more information on our services, including hospice care at home, our hospices and companions.
- [Our Volunteers](#) – here you can find out more information on Volunteering at Marie Curie.
- [Research, Policy and Campaigns](#) – here you can learn more about our campaigns and research and you can also find out how you may be able to help.
- [Our 5 Year Strategy – 2023-2028](#) – here you can find out more on our five-year strategy, the problem we are facing, our vision for change and how we'll get there.

We also have a range of resources specific to our Fundraising Volunteer roles. These can be found on the [Fundraising Volunteer Resource Hub](#) and will give you more information on the different areas within your role, as well as all the key documents you will need. We have lots of ready-made tools, templates and guides to support you in your role.

Talking about Marie Curie

It is important that we are consistent with the key messages we use to speak about Marie Curie and to speak in positive language about the work we engage in. As part of their role, our Marie Curie Speaker volunteers go out into their local community to talk about our work and help to raise awareness of our services. However, all volunteers will speak about Marie Curie at some point during their role, whether that's as simple as talking to a member of the public at a collection or sharing your own personal connection with the charity.

Before going out, make sure you are comfortable with the language we use and the way we use it. You can use some of the resources above to familiarise yourself with the language we use.

To find out more on our latest figures to support you in talking about Marie Curie effectively, take a look at our [latest facts and statistics](#).

Our top tips:

- Spend a few minutes before approaching an individual or a group to think about the right message to deliver.
- Always keep it simple.
- Use real stories to help demonstrate the impact of care and support whenever you can. Perhaps you might like to share your own reason for volunteering with Marie Curie.
- Use positive language when speaking about Marie Curie and your volunteering activities.
- Choose one topic at a time.
- Keep it simple.

Marie Curie and Macmillan

It's important to know what Marie Curie nurses do and the differences that exist between Marie Curie and Macmillan.

Marie Curie Nurses care for anyone with an illness they're likely to die from. This includes dementia, heart, liver or kidney disease, motor neurone disease (MND), Parkinson's and advanced cancer. They generally spend several hours at a time in someone's home providing care and support, usually overnight.

Macmillan nurses care for people with cancer, from when they're first diagnosed. They generally spend up to an hour in someone's home, providing advice on managing pain and controlling symptoms, as well as emotional support.

Ways to communicate with your supporters

Personal information is very valuable to the people it belongs to and there are laws around the use of personal information held by living individuals. You will be asked to complete training around GDPR on an annual basis to support you with your understanding of this.

Obtaining consent

We need to make sure we have consent for contacting people by telephone, mail and email by using the charity's approved data protection statements below:

Telephone and mail

We would like to keep you up to date on our work and fundraising activities. Please tell us if you do not want us to contact you occasionally in the future by phone or post.

Email

By giving us your email address, you agree that we may use it to send you information about our work and fundraising activities in the future.

Once you have someone's permission to use their personal details, this data must always be kept secure.

Email can be a quick, easy way to communicate but you must follow a certain protocol when sending emails and protecting your contacts' data. You can speak to your Volunteer Manager for more information.

Any information you have on supporters should be stored securely and password protected.

Mailings

Fundraising Volunteers should be out in the community and encouraging support by word of mouth. Mailings are not suggested or recommended, but we do provide stationery and templates if you need to send an individual letter to request support. You can speak to your Volunteer Manager for more information.

Promotion and publicity

You will be successful in your role if people in your local community know and understand what you are doing, so promoting your activities is an essential part of planning.

Posters, leaflets and other materials

We have a distinct visual brand identity, which helps people to recognise Marie Curie and any associated activities both locally and nationally.

Once an event has been approved, your Volunteer Manager will be able to support you with access to hardcopy materials to promote your event.

You can then put these promotional materials around your local area in places that are relevant to your activity or event audience.

We may also be able to create specific posters for you, for example, for a particular event you have coming up. Please contact your Volunteer Manager for more information on this.

Social media

Social media plays an integral part in all our lives today and is a great tool for making people aware of the work of your Fundraising Group and Marie Curie.

We have our social media guide for fundraising groups, which provides some guidance for social media use and best practice for volunteers. You can find our guide [here](#). Your Volunteer Manager can give you extra support if needed.

Template newsletter

Producing a newsletter to highlight your group's activities, successes and upcoming events can be a great way to keep your supporters informed.

This can be produced monthly or quarterly and sent by email to your group's helpers and supporters or printed and taken along to events. You can find our guide [here](#).

Local media

There will be occasions when the local media can be used to publicise the launch of your group and your achievements, promote your activities and recruit new members.

Sending a press release to local newspapers and radio stations either a few weeks before or straight after the event is a good way of generating coverage. Please talk to your Volunteer Manager for more information.

Photocalls notices for photo opportunities and letters to the editor are also great ways to publicise your activity in the local papers.

Keeping in touch

You will be able to keep in touch with what Marie Curie is doing through the following resources:

- Personal contact with your Volunteer Manager, who will share news and updates with you.
- Fundraising Volunteer Bulletin – our fundraising-specific email newsletter, sent every other month from your Volunteer Manager, with local updates, news and stories for you to read.
- Central volunteer newsletter each month – for all Marie Curie volunteers.
- Engagement events, such as volunteer forums, such as during Volunteer's Week.
- Online – our website and social media channels are regularly updated with the latest news from the charity. You can visit our website at mariecurie.org.uk for up-to-date information on our services and fundraising, or follow us on [Facebook](#), [X \(formerly Twitter\)](#) or [Instagram](#).

If you aren't receiving any of these communications, please contact FRVolunteering@mariecurie.org.uk so we can follow this up for you.

Helpful links

Fundraising Volunteering team:

FRVolunteering@mariecurie.org.uk

Fundraising Volunteer Resource Hub:

mariecurie.org.uk/fundraising-group-resources