

# Fundraising Pack



THE PRINCE'S  
COUNTRYSIDE  
FUND

## About us

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Founded by HRH The Prince of Wales in 2010 The Prince's Countryside Fund is dedicated to securing a better future for our countryside. This year we aim to:

- Provide more than £1.2m in grant funding every year to projects across the UK that help to provide a secure future for the countryside.
- Lead our own projects, such as The Prince's Farm Resilience Programme.
- Commission research into issues affecting farming families and rural communities.
- Are an advocate for the countryside and bring together individuals and businesses to help us tackle current challenges.
- Help communities in crisis through our Emergency Fund.
- The Prince's Countryside Fund relies on the income from donations and fundraising events.

Whether its helping young people gain essential qualifications and access training courses, supporting farming families to build stronger businesses or helping communities bring back vital services to tackle isolation or responding in a crisis – we need your help.

## What's inside?

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*The people we help*

*Fundraising ideas and tips*

*Fundraising advice and guidance*

*How we can help*

*Ways to donate*

To find out more about the work of the Fund and our beneficiaries visit [www.princescountrysidefund.org.uk](http://www.princescountrysidefund.org.uk)



### The Farming Life Centre



“The Farming Life Centre has provided a lifeline for me. The Prince’s Countryside Fund project has supported me and my business helping me to get on top of paperwork, as well as being a listening ear to talk through issues that arise”.

With support from the Fund the Farming Life Centre has become known as an impartial body offering help and advice to the agricultural industry to help farmers tackle their farming challenges, no matter how big or small. It does this by providing: one-to-one support, information and signposting to sources of advice, support and funding, topical workshops, monthly farm paperwork clinics and regular support presence at local agricultural market places.

### William Smith

“Signing up to the Falkland Stewardship Trust academy programme helped me realise that I had a great interest in forestry. Towards the end of the five weeks, I had the opportunity to apply for a one year apprenticeship in many different fields.

“Along with gaining qualifications, I also got experience working in the forestry industry. The qualifications and experience helped me create a CV that led to my employment at ISS Facility Services Ltd working as part of an arborist squad. I have been there for nearly seven months and I am using many of the skills I gained through my apprenticeship.

“I enjoyed my time on the programme and would like to thank The Prince’s Countryside Fund for giving me this opportunity.”



## The people we help

### Beth and Jack Hanson

Dilwyn YFC applied as a club to the project to undertake a first aid training course, where 11 members completed the course as a club activity. A number of members had highlighted how taking the course would mean that they would feel more equipped on leaving college or university for taking a job in the workplace as well as giving them an edge on other potential candidates.

Club secretary Beth Hanson said, “With agriculture having the highest fatality rate of any industry we felt that it was vital that members learn the lifesaving skills that the course could provide.”

Jack Hanson, who went on the course, now farms alongside his father on their mixed arable, beef, sheep and apple enterprise after qualifying from Harper Adams University. Jack said, “Hopefully I’ll never have to use what I learnt on the course, but if the worst does happen it’s reassuring to know that I’m better equipped to handle an accident situation, although the thought of giving the kiss of life to my Dad isn’t very appealing!”



### The George and Dragon

The George and Dragon is located in the village of Hudswell, set in Swaledale and in the beautiful Yorkshire Dales National Park. With a population of around 200 people, the pub has always played an important role in community



life. Following its closure the committee and tenants worked tirelessly to make sure the pub became the beating heart of the community once again, and went on to open a community-owned shop adjacent to the pub, a community orchard, and offer a library service from the pub itself.

“When we set out more than six years ago, to buy and reopen the pub through a community share issue, there were a few cynics who said to us that it would not work, you could not run a pub by a committee, and there was not enough trade in the village for the business to be viable. Not only have we proved them wrong by having a successful and well used pub, but by winning numerous awards and now being recognised by CAMRA as one of the best pubs in the country in 2016, we have demonstrated that this model of pub ownership can compete with large pub chains, privately-owned pubs and pubs in large cities with much larger customer bases, to be judged as amongst the best in the country.”

## The people we help

### The Royal Oak



With support from the Fund Mike Downer, landlord of the Royal Oak in Laxfield near Woodbridge opened a pop-up tea room, book exchange and IT training space in his pub. The Scrumptious Tea Shop – is available during the day for access to the book exchange, regular IT training for computer and social media novices and a subsidised senior citizens luncheon club.

Laxfield has a population of over 800, consisting of a mix of long established local families and a large number of people who have moved into the area but Mike is particularly keen to encourage the elderly or socially isolated residents to mix with different age groups at the pub. Through The Prince's Countryside Fund, Pub is The Hub has been able to contribute £2,000 toward the cost of computer equipment and for converting the dining room into the pop-up tea room from their Community Services Fund while their advisor for the East of England was also able to provide advice and support.

### Get into Farming

As part of the two-week programme, young people undergo a week of practical training at Duchy College where they learn tractor driving skills and about working with livestock. This is followed by a week of work experience on a local farm organised with FarmCornwall. For many this is their first time on a farm. All the trainees involved have said that they have gained confidence from learning new skills and successfully completed the course. As a result, one of the trainees has been offered part-time work with his host farm and has been discussing transport options under the 'Wheels2Work' programme.

Matt, who worked on a mixed farm during the week, said, "You should have seen me on the last day – I did milking in the morning and then the farmer let me drive the tractor and do the dung spreading on my own. It was great – I just want a job now!"



## The people we help

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### Tom Hickey and Liam Johnson

Tom Hickey and Liam Johnson enrolled on an 18-month traineeship in environmental conservation and traditional rural management skills for young people. The scheme has been devised by Yorkshire Dales Millennium Trust due to the growing skills gap associated with effective and sustainable rural and heritage management and how it is an acute problem both locally and nationally.

Tom Hickey said “This apprenticeship allows me to combine work and my love for the outdoors equalling, for me, the dream job. Having walked the Yorkshire Three Peaks in June 2016 I knew what I wanted to do with my life and working in the Dales was where I wanted to be.”

Liam Johnson said, “It means a lot to me to be involved with The Prince’s Countryside Fund as I really feel the work that I do will contribute to making the countryside a much better place in the future.”



## Fundraising Ideas

Almost any event can work well as a charity fundraiser, but here are a few of our favourite suggestions:

*Organise a walk in the countryside*

*Host a BBQ or picnic*

*Organise a coffee morning at work*

*Get sponsored to complete a challenge*

*Arrange a church collection*

*Hold an open farm day*

*Host a fundraising dinner with products sourced from local farms and producers*

*Organise a clay shoot*

*Host a race night*

*Run a pub quiz*



We love to hear from you about your fundraising ideas so please do not hesitate to get in touch with us (even if it's only in the very early stages of an idea!)

Once you have decided on an event please do let us know about it by getting in touch by email to [louisa.meadows@bitc.org.uk](mailto:louisa.meadows@bitc.org.uk)

Things we'd like to know include:

- What you have planned
- When it is happening
- Where it is happening
- Who has been invited
- Will the media be promoting it (we can help with this too)

**Don't forget to send us photos from the event and promote it on social media by sharing on twitter with us @countrysidefund or Facebook.**

# Fundraising Guidelines

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There are a few practicalities to bear in mind when organising a fundraising event. These are all outlined in the official Code of Fundraising [www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/](http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice/)

Here are some of the main points outlined below:

## Children at your event

Children need permission to take part in an event from a parent or guardian. For guidance on adults supervising children please see the Government's Disclosure and Barring Service (DBS) information.

## Collecting money

Collecting money in a public place or door to door requires a license. On private land you just need permission from the land owner. Always take care when handling money and keep it secure at your event.

## First Aid

It is possible to ask St. Johns Ambulance to attend your event to cover any first aid that is needed. Things to consider are who will be attending, where the venue is and what first aid facilities it has. It is also worth carrying out a risk assessment for your event (see below).

## Food hygiene

The Food Standards Agency provides guidelines for preparing, handling and cooking food. If you are using a caterer you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.

## Insurance

If your event involves the public you will need to have Public Liability Insurance. Some venues will already have their own insurance to cover your event.

## Licenses

Please check with your local authority if your event requires a license. Below are some things which do:

- alcohol or entertainment, including recorded music
- holding a raffle, lottery or auction
- doing a public money collection
- putting up banners or signs in public areas.

## Risk assessment

Please consider the following factors when compiling your risk assessment:

- scale, type and scope of the event
- type and size of audience
- location
- duration of the event
- time of day and year the event will be held.

## Suppliers or contractors

If you use external suppliers for equipment or services at your event, ask to see a copy of their Public Liability Insurance and risk assessment.

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## How we can help

### Profiling your event in the local press

We are very happy to provide template press releases, and comments to include in these, for you to promote your event through local media.

### Merchandise we can send you

Collection buckets

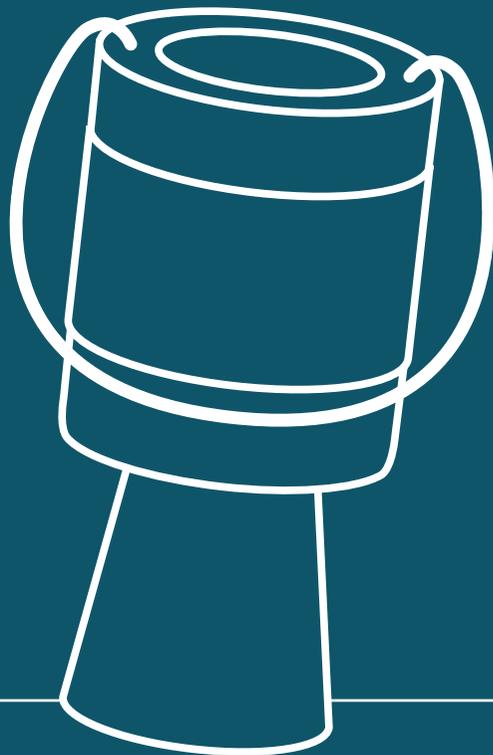
Stickers

Leaflets

### Social media

 [facebook.com/princescountrysidefund](https://facebook.com/princescountrysidefund)

 [twitter.com/countrysidefund](https://twitter.com/countrysidefund)



## Ways to Donate

Donate online through our Virgin Giving charity page or set up your own Virgin Giving page so friends and family can sponsor you!

<http://uk.virginmoneygiving.com/giving/>

Text **PCF** to **70300** to donate **£3**

Visit your local Post Office to make a donation to us over the counter.

Send a cheque made out to 'The Prince's Countryside Fund' to 137 Shepherdess Walk, London N1 7RQ



Please do also email, call or write to us to let us know about your donation, this not only allows us to keep track of our finances but means we can thank you.

Please email to [louisa.meadows@bitc.org.uk](mailto:louisa.meadows@bitc.org.uk) or call 020 7566 8749.

**If you are making an individual donation to the Fund please visit our website to download a Gift Aid form. Please fill this in and send it back to us if you are making an individual donation to the Fund and you are a UK taxpayer as we will be able to claim back the VAT from your donation.**

### Contact us

Louisa Meadows, Project Officer

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