

Students' Union Funding for Societies

There are two ways your society can receive funding support from the Students' Union:

- Match funding of your fundraising activities
- Funding Applications

As the Students' Union is limited in our resources and therefore can only allocate so much funding to each of your events, please consider fundraising yourselves for some events or making use of sponsors, partnerships and donations.

Fundraising

What is Fundraising? Fundraising is the way in which charities ask for donations or financial support from the public, businesses, governments, foundations, and others. The Students' Union is a charity, therefore you are to.

Benefits:

- Fundraising enables you to host bigger events, support charitable causes or enhance the overall student experience
- If you fundraise, we can match the profit of your activity = **more money** 💰
- Fundraising events in themselves are a fun and social activity for your society. They build community spirit, teamwork and leadership skills among members
- It's also a great way to promote and show off your society to new members

Example of gaining match funding:

Your Fundraising Total income from fundraising activity: Costs of hosting your fundraising activity: Amount raised from your fundraising activity:	Amount £75 - £25 = £50	We encourage societies to organise their own fundraising activities: • The Students' Union will then match fund the amount you raise • We can match up to £400 for each fundraising activity (for as long as our budget lasts) • We match the profit from you event (Total amount raised minus expenses) • To claim match funding, put the all the details of your fundraising in our Deposit money in your society account form • We will then share the Students' Union bank details for you to transfer the money into your account (p.26)
Adding Students' Union Match Funding Amount raised from your fundraising activity: The Students' Union match this amount: Total amount of money raised for the society:	Amount £50 + £50 = £100	

Fundraising Guidelines

- When fundraising you must make it **clear** what the money is being raised for
- To receive match funding from the Students' Union, you have to show us a clear plan of your fundraising activity:
 - What is the purpose of the fundraising?
 - What activity are you organising? (see next page for suggestions)
- We can match a **maximum £400** per fundraising activity
- Let us know about your ideas & plans so we can promote your event further
- You can collect **donations** from your society members or the wider public but this does **NOT** count as a fundraising activity that can be match funded by the Union
- Similarly, **ticket sales do NOT count as fundraising activity**

Fundraising Tips

- You are aiming to raise more money than you spend on your fundraising activity – so try to **keep your costs at a minimum**
- Creativity and innovation can **set your society apart** and attract more interest & participation
- To enhance the attractiveness and profitability of your activities, think about **engaging external stakeholders** with common interests and goals that can assist you through sponsorships or material donations
- Societies sometimes organise fundraising with a **joint purpose** where half the money raised is for the society and half is for a **charity** relevant to the society or its members:
 - This enables society members to work together for good causes
 - People may be more willing to donate when some of their money is going to a charity
 - If you do this, the Students' Union is only able to match the amount which is raised **for the society**
- Effective **communication** is essential, both within your team and with the broader community
- But most importantly, fundraising should be an enjoyable and rewarding experience for everyone involved. So don't forget to have fun!

These are some of the things societies have done to raise money:

- Raffles
- Competitions with an entry fee
- Fundraising nights and dinners (where a percentage of ticket sales goes towards fundraising)
- Sponsored challenges



You can find more ideas & examples on the next pages!

Ideas for fundraising activities

- Sponsored challenges
- Set up an Arts & Crafts Workshop
- Do you have any special Talents?
- Bingo Night
- Too many books at home? Try to sell them!
- Holiday-themed event
- Collect donations per mile for running/walking
- Coffee Stand
- Think of a Competition with prizes against an entry fee
- Open Mic Event
- Maybe you could involve some of our sports clubs or your lecturers?
- Plan a social gathering with a home-cooked Dinner
- Partner with a local charity (e.g. Give a Dog a Bone) and split your profit 50/50
- Set up an Endurance Challenge
- Plan a Scavenger Hunt
- Face Painting Stand
- Create a Fashion Show or Exhibition

- Invite to a Yoga Session
- Invite a local business to promote their products
- Plan a Football Tournament or any other sport for that matter
- Games Night
- Partner with other Societies
- Karaoke Night
- Think of a skills development workshop
- Quiz Night
- Plan a Murder Mystery Evening
- Raffle (see Policies)

Brainstorm

Don't be afraid to think outside the box. Additionally, leveraging social media and online platforms for crowdfunding campaigns can significantly widen your reach beyond the university.

Funding Applications

You can also receive funding support from the Students' Union by submitting a **Society Funding Application Form**, which you will find on the resources page on our website: <https://www.uwsunion.org.uk/societies/resources/>

- This can be used to help get your society up and running or if it hasn't been possible to organise your own fundraising activities
- If you have been proactive and gained match funding, you are still welcome to apply for additional funding!
- Examples of activities or purposes:
 - Purchasing essential materials or equipment for starting up the society
 - Subsidising costs of an event to ensure all members can afford to attend
- See the Funding Application Form for full guidance on the application process

FINANCES AND FUNDRAISING

Examples



Accounting: Sponsored Walk



Midwifery: Guessing Draw



Events: Drag Show + Raffle



MSA: Bake Sale



Dumfries Nursing: Race Night + Raffle



Midwifery: Bake Sale

Sponsorships, Partnerships and Donations

Sponsorships

- A sponsor is a person or organisation that **contributes to the costs or resources** involved in staging your events or uplifting your society's value to students, usually in return for advertising
- Depending on the interests and purpose of your society, you might consider finding a **local business, charity or company** to sponsor one of your events or your society in general through funding or resources for your society
- Please be mindful that these should be relevant sponsors. **Any formal agreements must be approved by the Students' Union before being signed.** Send these details over to the Student Opportunities Coordinator

Partnerships

- Your society can also start a partnership with an organisation, which is a **long-term arrangement** of cooperation to **advance your mutual interests**
- Apart from financial & resources sponsorship a partner can also **offer other services** such as workshops, internships, connections to the industry, etc. especially for academic societies
- They could also help you in organising and delivering your society events e.g. networking events and help you with promoting your society
- Be mindful though - a partnership is based on **mutual** expectations and therefore needs to be looked after with **regular communication**
- Again, any formal agreements need approval from the Students' Union
- Ask your lecturers for advice

Donations

- You can always ask for donations from your society members, the wider community or local organisations and businesses e.g. raffle prizes
- Keep in mind that you should communicate the funds' purpose and keep your promises or plans, so that your donors are in the know at all times
- People may be **more willing to donate** when some of their money is going to a **charity**

