How to: Public Charity Collections
Collector ID and permissions

- Collectors must be over 16 years of age. Anyone under the age of 18 should be supervised by a responsible adult.
- To collect in the street, you will need a free licence from your local authority. If collecting on private property you need the permission of the landlord or land owner.
- Never collect from door to door as this requires a specific licence.
- If you require a permission to collect letter, please contact Alzheimer’s Research UK at corporate@alzheimersresearchuk.org. Then make sure you keep your letter with you during the collection.
- Carry valid photo identification (passport or driving licence) during the collection to show that you are the person named in the permission to collect letter.
- Make sure that all collecting tins and buckets have an Alzheimer’s Research UK logo clearly displayed on them.

Conduct

- Remember that when collecting you represent Alzheimer’s Research UK. Be friendly and helpful, and don’t be disheartened if everybody doesn’t donate!
- Do not shake your collecting bucket, or put pressure on people to donate – this is illegal. You are allowed to ask people for donations, as long as you don’t pressurise them and you accept ‘no’ as an answer.
- Do not cause an obstruction which prevents people from going about their business.
- Do not open your collection buckets unless you are authorised to do so.
- Do not smoke or consume alcohol while collecting.
- Please do not make jokes about memory, or being forgetful. This can be very offensive for people with dementia and their friends and family.
- Some people may stop and ask questions about Alzheimer’s Research UK. We’re not expecting you to give a detailed answer. Just explain that Alzheimer’s Research UK conducts world-leading research to find treatments and a cure for dementia. If people want to know more, point them to our website at www.alzheimersresearchuk.org
- Be happy and enthusiastic, a smile goes a long way!
- Thank everybody who acknowledges you – whether they donate or not. It leaves a great impression!
- If you believe a member of the public may be in vulnerable circumstances and unable to make an informed decision to donate, then you must not ask them for a donation.

Safety

- You may be given an on the day contact by the collection location. If so follow their instructions carefully.
- Wear suitable clothing. Check the weather in advance and dress to keep warm. Wear sensible shoes to avoid slips or falls. We can provide Alzheimer’s Research UK T-shirts to make sure you’re visible. Request them from corporate@alzheimersresearchuk.org
- Collect in pairs or groups and always remain within sight of another collector (we recommend no more than 25m apart)
- Please do not put yourself or others at risk. In the unlikely event of someone trying to take your collection bucket, give it to them and advise the collection venue and Alzheimer’s Research UK of the theft.
- Always transport and count money in pairs, and do so in a safe, well-lit and secure environment.

Are you looking to hold a public charity collection but not sure where to start? Well don’t worry, we’ve put together this handy ‘how to’ document to help you every step of the way.

This pack will provide you with all the information you will need to hold your own charity collection in aid of Alzheimer’s Research UK. If you need anything else, please do get in touch.
Cash Handling Guidelines

Prepare a procedure specific to your event:

- Have a safe place to keep your cash – cash tin, money belt – whatever works in your situation.
- Move money to a safe place regularly. Even if your event only runs for a couple of hours, relocate as much cash as possible out of collecting buckets and into a safer place, recording your takings as you go.
- Instruct volunteers on how to handle the cash and sales – including putting cash directly into the tin, not changing coins from their own purses, always putting stock directly into a bag.
- Have a clear line of authority – who is taking the money home? Make certain the money is counted before it is taken home, preferably by different people.

Arranging Charity Collections in Public Areas

To arrange charity collections, many local councils require a street collection licence. Street collection licences do not just cover ‘streets’, but any public area, including in front of stores and in parks.

If you would like to organise a charity collection in a public area, the government has a useful website where you can find out if your council requires a permit. It allows you to enter the UK postcode and gives information on how to apply, often showing how you to apply online. This website can be found here: https://www.gov.uk/street-collection-licence.

You can also telephone your local council to ask how to arrange a collection and they can send you the relevant information. To find contact details for your local council there is a service at this website: https://www.gov.uk/find-your-local-council.

Arranging Public Charity Collections in the London Area

For street collections in London, there are some slightly different processes.

Street collections in London need to be approved by the appropriate Local Authority, or, if within its district, the Metropolitan Police.

City of London Corporation

The City of London Corporation covers the ‘Square Mile’ business district around St. Paul’s Cathedral. A map can be found here.

Permits are only issued for Tuesdays or Fridays and applications must be made no later than the first of the month preceding the month of the collection (i.e. a collection on 15th September would require an application made before 1st August).

Applications can either be made online here or via the post. The address to return application forms to is:

City of London Licensing team
Markets and Consumer Protection
PO Box 270
Guildhall
London EC2P 2EJ

Application forms and guidance notes can be found here.

The Metropolitan Police

Collections in any of the other 32 London boroughs will require applications for a permit, to be made to the Metropolitan Police.

Application requirements include:

- A Street Collections application form.
- A Letter of Sponsorship from the Mayor’s Office of the chosen borough (not required for Westminster and Newham as The Metropolitan Police will ask permission on your behalf).
- A letter from Alzheimer’s Research UK authorising the applicant to collect on our behalf.
- Charity background and objectives information (we can help provide you with these).
- Three years’ accounts for our first application (again, we can help provide these).

Alzheimer’s Research UK is normally only permitted to have one collection per year in each borough, so please get in touch with the charity if you are considering organising a street collection in any London Borough.

Again, applications must be made before the 1st of the month preceding the month of the collection.

Available dates can be found here, and street collections are not allowed on Sundays other than on the date of the London Marathon.

The application form can be found here – this is also where you can find all the relevant regulations.

Send all application forms to:
Charities Office
9th Floor North
Little Road
London
SW6 1TR

Email: TPHQMailbox-Charities@met.police.uk
Collecting in Supermarkets

Many of the larger supermarkets allow volunteers to bag-pack and can arrange charity collections in-store. Each supermarket has their own policy on charity collections.

For ASDA, Sainsbury’s and Morrisons, each store arranges charity collections individually so it is recommended to contact the store directly. A list of store locator websites with addresses and contact details is below:

- Sainsbury’s: https://stores.sainsburys.co.uk/
  - we have found Sainsbury’s have a higher acceptance rate when it comes to charity collection applications.
- ASDA: http://storelocator.asda.com/#/
- Morrisson’s: http://your.morrisons.com/Store-finder/

Collecting at Network Rail Stations

Charity collections are permitted in any of Network Rail’s 18 owned stations. Information on collections in rail stations can be found here.

To apply you must read the policy document, then fill in an application form and indemnity form and send it to the relevant contact.

Completed documents should then be sent to: charitablegiving@networkrail.co.uk.

It is a good idea to phone/email the station enquiring about available dates before you send off an application. Network rail collections, particularly in the London area, are often booked up extremely quickly. Although each station has a different way of processing applications, and timescales differ, in the majority of cases you will need to contact the relevant support worker months in advance (for example, phoning at the end of September may not get you any slots until the following January).

Collecting in The London Underground

To arrange a collection in a London Underground Station, you will need to get in touch with the Charities Team and they will send an application pack.

Again, applications need to be made by the 1st of the month preceding the month of the collection, apart from December, when applications need to be made by the 1st October (15th November for Christmas).

How to get in touch with the Charities Team:
Telephone 0343 222 0022
Email lulcharities@tfl.gov.uk

Details that need to be included:
- Name
- Address
- Phone Number
- Alzheimer’s Research UK details and number
- Name of contact at Alzheimer’s Research UK
- When and where you would like to collect

The Charities Team will check what stations are available and send a Charities Collection pack, which includes a letter of authority.

Supporters can only collect in the ticket hall area and must stay away from lifts, escalators or automatic barriers.
Here is some text you can use when asking for permission to hold your collection.

Collection request letter suggested text

To whom it may concern,

**Charity Collection**

I am writing to ask whether you would be able to allocate a collection date to Alzheimer’s Research UK at your store in 2017.

Alzheimer’s Research UK conducts world-class research to prevent, treat and cure dementia. There is a new case of dementia in the world every 4 seconds and it is estimated there are currently 850,000 people in the UK who have some form of dementia.

We are based in Cambridgeshire and our scientists here are using sophisticated brain scan technology to study changes in the brain blood vessels of people with dementia.

We are one of the top three dementia charities in the world and have been behind some of the most important dementia research breakthroughs in recent times.

If you are unable to allocate a collection but are able to help in other ways, that would be fantastic. We would be delighted if we could a poster up in your store to advertise forthcoming events or if you are able to allocate us a gift voucher or prize for one of our raffles or auctions we would be very grateful.

If you would like to discuss dates or the charity further, please do not hesitate to contact me by e-mailing xxxx or calling xxxx.

Many thanks for your time.

Kind regards,