How to:
Public Charity Collections

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 guide 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.
Here are our top tips for making sure that your collection is legal and safe

**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: fundraising@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.

**Safety**

- Some people may stop and ask questions about Alzheimer’s Research UK. 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.

- 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: fundraising@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.
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.
• Make sure volunteers know how to handle cash and sales. Always put cash straight into the tin without changing coins from your own purse. Always put 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: 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. Use this website to find contact details for your local council: 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. Applications must be made the month before the collection takes place. For example a collection on 15 September the application made before 1 August.

Applications can either be made online here or by post here:
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 require an application 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 only permitted to have one collection per year in each borough. So please get in touch with us if you are planning a street collection in any London Borough.

Applications must be made the month before the collection takes place. For example a collection on 15 September the application made before 1 August.

Available dates can be found here.

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
17th Floor East Lillie Road
London
SW6 1TR

Email: 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.

Each ASDA, Sainsbury’s and Morrisons store arrange charity collections individually. You will need to contact the store directly. Here are the store locators for each supermarket where you can find contact details:
- Sainsbury’s: stores.sainsburys.co.uk - we have found Sainsbury’s have a higher acceptance rate when it comes to charity collection applications.
- ASDA: storelocator.asda.com
- Morrison’s: my.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 contact the station about available dates before you send off an application. Network rail collections, particularly in the London area, often book up quickly.

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.
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 2022.

Alzheimer’s Research UK conducts world-class research to prevent, treat and cure dementia. One in two people have personal experience of dementia and there are almost 1 million people in the UK today living with the condition. Alzheimer’s Research UK is the UK’s leading dementia research charity and their vision is a world free from the fear, harm and heartbreak of dementia.

Allowing us to hold this collection will bring Alzheimer’s Research UK one step closer to this vision.

If you are unable to allocate a collection but are able to help in other ways, please do get in contact. We know Alzheimer’s Research UK 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,

Here is some text you can use when asking for permission to hold your collection.

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

How to get in touch with the Charities Team:

Telephone: 0343 222 0022
Email: lulcharities@tfl.gov.uk

Write to:
TfL Charities
5th Floor
197 Blackfriars Road
London
SE1 8NJ

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 which 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.