Cornwall Community Foundation

Fundraising Guide 2026



Thank you for choosing us

Thank you for choosing to fundraise for Cornwall Community Foundation.

Every pound you raise stays in Cornwall and the Isles of Scilly, funding the grassroots groups that make the biggest difference to local people.

How to use this pack.
Start with the planning checklist, pick an idea (or three) from the list, then check the important information sections before you begin. If you get stuck, get in touch: we are here to help.



Cornwall Community Foundation

1st Floor Aspect House, 17 Callywith Gate, Bodmin, PL31 2WR. Registered Charity: 1099977

Getting started

We've listed ten key steps below to help your fundraising be a success.

Tell us your plans.
Email office@cornwallfoundation.com or your CCF contact with what you are doing, when, and roughly how much you hope to raise.

Pick your idea. Choose something you enjoy and that suits your contacts, time and skills (we have listed some ideas on the next few pages).

Set a target. A clear goal ("£500 for the Crisis Appeal") motivates donors. Think about what it buys, for example a month of food bank supplies.

Fix a date and venue. Check it does not clash with other local events or school holidays.

Do a simple budget. List every cost and every income source. Ask local businesses to donate venues, prizes or printing so more money reaches the cause.

Check permissions and safety. Raffles, collections, food, alcohol and public events all have rules (we discuss these points later in the pack). Do a risk assessment for anything involving the public.

Recruit helpers. Friends, family, colleagues. Give each person a clear job.

Set up a way to give online. An online giving page lets people donate from anywhere and collects Gift Aid automatically. e.g. JustGiving

Spread the word. Social media, local press, community noticeboards, parish newsletters and word of mouth. Start 4–6 weeks before.

Thank your supporters and share your total. Thank your supporters and tell everyone what you achieved.

Fundraising ideas

Sponsored challenges and sport

Idea	How it works	Effort	Tip or rule to check
Coast path walk	Walk a stretch, or all of, the South West Coast Path around Cornwall	Medium	Plan tides, daylight and transport back; walk with others
Sponsored run	Enter an organised 5k, 10k, half or full marathon, or set your own route	Low–Medium	Organised events need early entry
Distance in a month	Walk, run, cycle or swim a set distance over 30 days (e.g. 100 miles in November)	Low	Post weekly progress to keep sponsors engaged
Cycle challenge	Land's End to John o'Groats, a trail ride, or a static bike-a-thon in a town centre	Medium–High	A static bike in a public place may need landowner permission
Sea or open-water swim	Charity swim, cross-bay swim or year-round dipping	Medium	Swim with a group and lifeguard or safety kayak cover
Festive dip	A Christmas, Boxing Day or New Year's Day sea dip	Low	Join an organised dip with safety cover
Surf-a-thon	Surf, bodyboard or paddleboard for a set number of hours or waves	Medium	Use lifeguarded beaches; tell the lifeguards
Gig, kayak or paddleboard row	Row or paddle a set distance, such as a stretch of estuary or coast	Medium	Experienced crew and safety boat
Climb a high point	Climb Cornwall's highest tors, or the UK's Three Peaks	Medium–High	Check weather, kit and navigation
Skydive, abseil or zip wire	Book a charity jump or abseil through an approved operator	Medium	Use a licensed operator; most need a minimum sponsorship
Obstacle or mud run	Enter an obstacle course event, solo or as a team	Medium	Team entries raise more

Continued...

Idea	How it works	Effort	Tip or rule to check
Triathlon	Swim, cycle and run	High	Train with a plan
Sponsored dog walk	A group walk with entry fee and sponsorship	Low–Medium	Landowner permission; poo bags and water
Sports tournament	Five-a-side, cricket, netball, bowls, darts or pool with team entry fees	Medium	Insurance and first aid on site
Golf day	Teams pay to enter, with hole sponsorship and prizes	High	Venues often discount for charity
Dance-a-thon	Dance for a set number of hours with sponsors	Medium	Breaks, water and first aid
Give it up	Give up chocolate, alcohol, coffee or social media for a month and donate the savings	Low	Pair it with Dry January or Lent
Head shave or wax	Brave the shave, or a beard or leg wax	Low	Film it and share online
Fancy dress challenge	Wear a costume to work, on a run or for a week	Low	Combine with another challenge
Step challenge	Hit a daily step count for a month, solo or as a team	Low	Share step counts weekly
Bake sale	Sell homemade cakes to the local community	Medium	Check our food guidelines on page 8
Coffee morning	Bring together friends/colleagues for a chat over coffee and cake	Medium	Check our food guidelines on page 8

The setup

Set up an online giving page



• Use a well-known giving platform and select Cornwall Community Foundation as your charity. Ask us if you can't find us on the platform you want to use.
• Add a target, a photo of you and a few lines on why you are doing it. Pages with a personal story raise more.
• Make the first donation yourself, or ask a generous friend to. People tend to match the amounts already given.
• Share the link everywhere and post updates: training, setbacks, the finish line. Each update brings new donations.
• Thank every donor and post a final total and photo afterwards.

Double your money



• Matched giving. Ask your employer, or a supporter's employer, to match what you raise.
• Local business support. Ask businesses to donate prizes, venues, printing or food, or to sponsor your event costs so every penny raised goes to the cause.
• Gift Aid. If a donor is a UK taxpayer, CCF can claim an extra 25p for every £1 they give, at no cost to them.

Gift Aid: the essentials



Gift Aid can usually be claimed on:

- Donations from UK taxpayers who tick the Gift Aid box
- Sponsorship money, when the sponsor completes a Gift Aid sponsorship form
- Online donations where the donor ticks the Gift Aid box
- Donations instead of gifts at birthdays or weddings

Gift Aid cannot be claimed on:

- Raffle or lottery tickets
- Event tickets and entry fees
- Anything bought: cakes, auction lots, goods
- Money from companies, or from people who don't pay UK tax
- Cash you collected from others and pay in as your own donation

Promotion

Tell your story



• Say why CCF matters to you and what the money will do in Cornwall, in your own words.
• Use real examples from CCF's community stories to show the difference grants make.
• Turn your target into something tangible, such as warm winter packs for families or a term of activities for young people. Check any figures with us first.

Social media



• Post before, during and after. Photos and short videos get the most engagement.
• Tag CCF so we can share your posts: Facebook, Instagram and LinkedIn.
• Put your giving page link in every post and in your profile.
• Remember that raffles and paid prize draws cannot be run on social media.

Get local press and radio coverage



• Send a short press release to local papers, news websites, BBC Radio Cornwall, community radio and parish magazines two to three weeks before your event.
• Send a good photo and your total afterwards. Local media love a big cheque and a smiling team.
• Let our press contact (amy.fairman@cornwallfoundation.com) know so we can help.

Food & Alcohol

Food

• Follow good food hygiene: clean hands and surfaces, keep raw and cooked food apart, and keep chilled food cold.

• Label anything containing the 14 main allergens (such as nuts, milk, eggs, gluten and sesame), or have a list of ingredients on hand.

• One-off charity bake sales don't usually need registration, but regular food selling may. Check with Cornwall Council's food safety team if unsure.







Alcohol

Selling alcohol, including when it is included in a ticket price, needs a licensed venue or a Temporary Event Notice from Cornwall Council, submitted at least 10 working days before.

Alcohol as a raffle prize at an event is generally fine, but never to under-18s.

Important information

Collecting money in public



• Street collections. Collecting money or selling items for charity in a street or public place in Cornwall needs a street collection permit from Cornwall Council. It is free, dates are allocated by area, and you must submit a return within 28 days. You will need an authorisation letter from us.
• House-to-house collections need a separate licence from Cornwall Council.
• Private premises such as shops, pubs, supermarkets or your club need the owner's permission, but no council permit.
• Use sealed, numbered collection tins or buckets from us. Collectors must be 16 or over for street collections; check the council's rules.

Safety, insurance and first aid



• Risk assessment. For any event involving the public, write down what could go wrong and how you will prevent it. Many venues will ask for this.
• Insurance. Check whether your venue's insurance covers your event, or whether you need your own public liability insurance. Hirers of bouncy castles, fireworks and similar must have their own.
• First aid. Have a trained first aider and a kit at larger or physical events.
• Events on roads or public land need permission from the landowner or Cornwall Council, and road events may need highways approval.
• Challenges. Train properly, check your health, use licensed operators for extreme activities, and never go alone on the coast path or in the sea.

Children and vulnerable people



•Under-18s need permission from a parent or guardian to fundraise, and under-16s should be supervised by an adult.
•Young people should only collect sponsorship from people they know.
•Follow safeguarding good practice if your event involves children or vulnerable adults, and use your school or club's policies.

Need to know

Handling money

•Have two people count cash together and record the total.

•Bank money promptly rather than keeping it at home.

•Never ask for or keep anyone's card details.



Personal data

Treat sponsors' and donors' details with care. Don't share them, use them for anything else, or keep them longer than needed. Send completed Gift Aid forms to us securely and destroy any copies.



Using CCF's brand

•Describe your activity as "in aid of Cornwall Community Foundation", not as a CCF event, so people know you are organising it.

•Include our registered charity number (1099977) on posters, tickets and printed materials.

•Ask us for our logo and we will send you the right version and guidelines. Please don't alter it.

•Don't commit CCF to anything, or use our name on contracts, without our agreement.



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