

EMPLOYER + COMMUNITY EDITION

Fundraising for care and relief



A practical guide for teams,
workplaces and local communities.

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Choose your cause

02

**Bring people
together**

03

**Record what you
raise**

Eye care / Cancer care / Emergency relief

Start with a clear plan

Choose a cause your group understands, agree a manageable activity and make it easy for people to donate through an approved WAN page.

1 Choose the purpose

Select eye surgery, cancer care or a current emergency appeal. Agree any country, project or patient restriction with WAN before making it public.

2 Request your fundraising page

Use worldaidnetwork.org/fundraise/start. A page is published after staff review. Check its purpose, target, dates and donation link before sharing.

3 Prepare and invite

Choose an accessible format, name an organiser, budget for costs and use the supplied templates. Giving and taking part must remain voluntary.

4 Reconcile and thank

Record donations received, costs, direct online gifts and unpaid pledges separately. Agree the payment reference with WAN and share a factual thank-you update.

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World Aid Network is a UK charitable organisation applying for CIO registration. Gift Aid is not currently available.

03

Build a workplace campaign

Keep the activity easy to join, including for remote colleagues and people who prefer a non-physical role.

Team walk or movement challenge

Offer a seated, remote or volunteering alternative. Set a realistic route and explain whether sponsorship depends on completing the activity.

Coffee morning or shared lunch

Confirm venue permission, food safety and allergen information. State clearly whether a price is required or a donation is optional.

Skills session or team showcase

Invite colleagues to share a skill and link to the approved fundraiser. Do not charge or sign people up through payroll without an agreed process.

A simple four week plan

When	Action
Week 1	Agree organiser, appeal, budget and employer permission. Request the fundraising page.
Week 2	Check the page and launch the invitation. Confirm any matching commitment in writing.
Week 3	Share a factual progress update and check accessibility and event arrangements.
Week 4	Run the activity, reconcile money and thank the team.

Employer support can include venue space, approved volunteering time or a cash contribution. No matching offer, tax relief or payroll integration is assumed.

Bring your community together

A well-planned local event can give people a shared reason to act. Choose a format your organisers can deliver safely and affordably.

Format	Good for	Plan first
Sponsored walk	Friends, neighbours and faith groups	Route, access alternatives, weather and first aid
Coffee morning	Small groups and local venues	Food safety, allergens and clear pricing
Creative or skills session	Clubs, workplaces and online groups	Venue or platform permission and accessible participation
Community challenge	Groups with different abilities	Voluntary participation and clear sponsorship conditions

Prepare before promoting

- Name the organiser and give people a contact for access needs, questions or concerns.
- Check the venue, permissions, insurance and any activity-specific licensing. Public collections and raffles need separate checks.
- If children participate, arrange suitable adult supervision and safeguarding. Use only images with informed permission.
- Set out the appeal purpose and disclose any costs deducted from funds. Agree how cancellations or an unmet target will be handled.

Use “in aid of World Aid Network” for an independently organised fundraiser. Do not imply that WAN runs or insures the event unless this has been expressly agreed.

Explain the cause accurately

EYE CARE

Support access to cataract care through World Aid Network. Your contribution supports the eye-surgery programme. Local doctors provide care, with visiting specialist support for training and clinical review.

worldaidnetwork.org/appeal/gift-of-sight

CANCER CARE

Support access to cancer treatment through World Aid Network. Your contribution supports access to clinically recommended cancer care through local providers. Individual treatment plans and costs vary.

worldaidnetwork.org/appeal/cancer-emergency

EMERGENCY RELIEF

Support emergency relief through World Aid Network. Choose a current emergency appeal and read its purpose before donating. Relief plans depend on local needs, access and available funding.

worldaidnetwork.org/appeal

Using the cataract estimate

Around £200 is a cataract-surgery planning estimate supplied to WAN by Mr Mohamed Mohyudin. Costs depend on assessment, the provider and the care required. It is not a fixed price or a guarantee of a completed operation or result.

Suggested wording: “Our team is raising funds towards WAN’s eye-surgery programme.” A target of £1,000 is a financial goal; do not translate it into five completed operations.

World Aid Network is a UK charitable organisation applying for CIO registration. Gift Aid is not currently available. Application reference 5290505 is not a charity registration number. Check the current status before reprinting.

Make the invitation personal

Use the editable Word templates to prepare a launch email, community invitation, social post and thank-you update. Replace every bracketed field before publishing.

A short launch message

“Our team is organising [ACTIVITY] on [DATE] in aid of World Aid Network. We are raising funds for [APPROVED PROGRAMME OR APPEAL], with a target of £[TARGET]. If you would like to take part or donate, visit [APPROVED FUNDRAISING PAGE]. Taking part and donating are voluntary.”

Make every post useful

- Say who is organising the activity, when it happens and which appeal it supports.
- Use one tested donation link. The supplied appeal posters link to general WAN appeal pages; they do not attribute donations to your team.
- Explain fixed entry prices, voluntary suggested donations and material costs clearly. Do not hide conditions in a later update.
- Use your own event photographs with permission. Do not invent patient stories, imply a clinical result or use another organisation's work as WAN evidence.

Respect people who choose not to give

Use approved workplace or group channels and respect marketing preferences. Do not upload colleague or donor lists to a mailing service without the appropriate authority and lawful basis.

Agree employer matching first

A match is useful only when the commitment and limits are clear. Ask the employer to confirm the offer in writing, then agree the campaign wording with WAN.

Confirm	What needs to be recorded
Sponsor	Legal name, authorised contact and permission to use its name or logo
Rate and cap	Amount matched per eligible pound and maximum total sponsor contribution
Timing	Start and end dates, time zone and treatment of late gifts
Eligibility	Qualifying donation route and any excluded gifts or participants
Payment	Who verifies the total, when payment is due and how it reaches WAN
Availability	Who updates or withdraws the offer when it ends or reaches its cap

Example only

“[SPONSOR] will add £1 for each £1 of eligible donations to [PAGE] from [START] to [END], up to £[CAP] in sponsor funding. See [TERMS] for eligibility and payment details.”

This pack does not announce a live match. Keep pledged matching separate from funds received. Sales-linked promotions, paid fundraisers and commercial partnerships may require specific agreements and statements; arrange these with WAN before launch.

Run an accessible event

Use this checklist alongside the requirements for your venue, activity and location. It is a planning aid, not an event permit or insurance policy.

People and access

Offer access information and an alternative way to participate. Identify the event lead, safeguarding contact and first-aid arrangements. Respect a decision not to donate.

Venue and permissions

Check venue permission, risk assessment and insurance. Confirm public collection licences with the relevant local authority. Check raffle and lottery rules before offering tickets.

Food and activities

Confirm food hygiene, allergen information, age restrictions and any permissions for music, alcohol or other regulated activities. Do not assume one licence covers everything.

Images and privacy

Record informed permission before using identifiable people in fundraising material. Explain where images will appear. Keep donor records private and use the approved donation page for card payments.

Cancellation or a change of plan

Tell donors what will happen if the event changes or cannot proceed. Agree any restricted-purpose wording and shortfall or surplus arrangements with WAN before fundraising.

For concerns or complaints: worldaidnetwork.org/contact

For privacy information: worldaidnetwork.org/privacy-policy

Keep a clear money trail

The simplest route is to send supporters to your approved WAN fundraising page so donations are paid directly. For offline collections, agree the process and payment reference with WAN first.

Separate the figures

Track online donations, cash or other funds you hold, approved costs and unpaid pledges separately. Do not add a cash total again after paying it into the online page.

Handle cash carefully

Arrange secure custody and a record of each handover. Where possible, two people should count and sign the total. Keep collection records secure and do not send cash by post.

Pay in through the agreed route

Check payment details directly with WAN. Keep the receipt and reference, then report the event name, date, total and any disclosed deductions. A sponsor pledge is not a cleared payment.

Report funds before outcomes

A bank transfer or donation receipt proves money moved. It does not by itself prove a surgery, treatment or relief distribution happened. Publish delivery figures only when WAN has verified them.

Gift Aid is not currently available. This pack contains no Gift Aid declaration. Do not collect tax declarations or promise tax relief using an old form from another charity.

Close the campaign well

Thank people with a factual update

Say what was received, what was spent on approved event costs and what was transferred. Identify any matching still unpaid. Avoid naming donors or publishing sponsor sheets without permission.

Keep the useful records

Keep the approved appeal wording, matching agreement, cash count, receipts and payment reference securely for the agreed retention period. Check with WAN what needs to be shared and how; do not email card, bank or patient records.

Contact and current information

[Request a fundraising page](#)

[Download current materials](#)

[Speak to WAN](#)

[How donations are used](#)

info@worldaidnetwork.org

Guidance used in this pack

[Fundraising Regulator Code of Fundraising Practice](#)

[Fundraising Regulator events guidance](#)

[Charity Commission fundraising guidance CC20](#)

[Local collection licences](#)

[Gambling Commission fundraising and lotteries](#)

Sources checked 4 October 2026. Charity Commission CC20 applies to England and Wales; check the relevant rules for the event's location. This pack supports responsible planning but does not certify legal compliance or grant event approval.

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Private sponsor record

Use for a sponsored activity only after agreeing the purpose and collection arrangements with WAN. Prefer direct donations through the approved fundraising page.

ORGANISER AND EVENT
APPROVED APPEAL OR PROGRAMME
ACTIVITY DATE AND SPONSORSHIP CONDITIONS
APPROVED PAGE OR PAYMENT REFERENCE

Sponsor name or private ID	Pledged £	Received £	Received date

Do not leave this record on public display. Collect only what is needed to administer sponsorship; do not add donors to marketing lists. Keep any necessary contact details separately and securely. Gift Aid is not available and this is not a tax declaration.

Online donations go straight to WAN. Record them separately; do not request payment again. See worldaidnetwork.org/privacy-policy.

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Fundraiser reconciliation

Record actual receipts and transfers. Ask WAN to confirm how platform fees and direct online donations appear in the final figures.

EVENT AND ORGANISER
APPEAL AND PAYMENT REFERENCE
REPORTING DATE

Ref	Record	Amount £
A	Offline donations received	
B	Approved costs paid from A	
C	Offline amount due to WAN (A minus B)	
D	Amount transferred from C	
E	Balance still to transfer (C minus D)	
F	Online gifts paid directly to WAN - separate record	
G	Employer matching received - separate record	
H	Unpaid pledges - excluded from received totals	

Reconciled by _____ Checked by _____

Transfer date _____ Receipt/reference _____

Avoid double counting transfers and direct gifts. Attach receipts securely and confirm any differences with WAN. This record reports fundraising; it is not evidence of clinical or relief outcomes.