



Introduction

We're delighted our corporate partners are choosing to raise funds for IICF and our grant recipient charities – allowing you to amplify the difference you make as part of IICF's collective story of impact. Raising funds for an IICF charity can also serve as a catalyst for employee engagement and volunteering as well as a long-term relationship or partnership with your company.

This document sets out guidelines and a framework for fundraising to help you effectively plan fundraising events and campaigns in collaboration with IICF while allowing us to follow good governance practices.

Guidelines for Fundraising

The Board of Directors is legally responsible for ensuring that charitable funds are properly used, adequately protected, and not misused, and that strong financial controls and management procedures are in place, including an understanding of the source of charitable funds.¹

To practice good governance and create transparency for the Board, we ask companies to follow the guidelines outlined below when planning fundraising events and campaigns in partnership with IICF.²

- Share fundraising plans with IICF's Executive Director so we can support you as appropriate.
- Fundraising activities must reflect IICF's mission.
- Raise funds for a charity recently awarded an IICF grant where due diligence has been performed within the last two years. Contact the Executive Director for the current list of approved charities.

You can raise funds and award a grant to your chosen charity in one of two ways:

1. Collect funds raised using your own page on IICF's fundraising and event registration platforms to allow for effective financial management. IICF will award 100% of funds raised (less any credit card and system fees) to your chosen charity.
2. Raise and grant funds directly and report back to IICF to be part of collective impact.

Running a Fundraising Campaign

You can plan fundraising campaign to benefit IICF or its grant recipient charities at any time of year. For instance, as part of the festive season in December or during a time your organisation dedicates to charitable giving.

Running a campaign is simple and we've outlined the steps below to help you at each stage of the campaign:

1. Inform IICF's Executive Director of your plans including timeframe for the fundraising campaign, chosen IICF grant recipient charity or charities and plans for matched giving if appropriate.
2. To register your campaign on IICF's fundraising platform, go to givi.ng/1163896, click the Fundraise button and follow prompts (preferred approach but optional).
3. Please contact IICF if you have questions or would like help preparing campaign graphics or content.
4. At the end of the campaign, please inform IICF of your total donation including any matched giving funds and how you'd like to communicate the donation to your chosen charity.
5. If you wish, IICF can award the directed grant on your behalf, ask the charity how they plan to use the donation and prepare a short story of impact for internal and LinkedIn communications.

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/677252/Chapter2new.pdf

² <https://www.cgi.org.uk/blog/why-fundraising-is-a-matter-of-good-governance>

Holding a Fundraising Event

Choosing to raise funds for charity in collaboration with IICF can be a great way to strengthen employee engagement, bring teams together, and be a part of IICF's collective story of impact within the insurance industry. It also allows you to select a charity nominated by the industry and vetted by IICF through the grants selection and due diligence processes.

We've provided guidance below and are happy to work alongside you as facilitator to plan a successful event.

Planning

Once you decide to hold a fundraising event, inform the Executive Director of your plans including a description of the event, timeframe and chosen charity. This will allow us to work together to agree a suitable date and tailor the event to reflect your goals. Ways in which IICF can support you include:

- Provide graphics or content to help you promote the event.
- Set up a registration page on Try Booking for ticket sales and any sponsorships, and grant you temporary system access so you can track registrations.
- Introduce you to your chosen charity so that they can participate in the event.

You can hold the event for only your clients, colleagues, and business partners or invite other IICF supporters. In this case, we can send out communications to our network.

At the Event

If you wish to fundraise on the night, for instance by holding a raffle, IICF can lend you Square card readers for online donations. Please record funds raised in cash and by credit card and communicate the total amount to IICF within three working days of holding the event.

After the Event

After the event, please inform IICF of the total amount raised and send photos and/or quotes about the event IICF can use in foundation communications.

If you'd like IICF to award the grant to your chosen charity on your behalf, please:

- Transfer any funds you've collected to IICF.
- Inform us how you'd like to communicate the donation to your chosen charity (e.g., email, virtual call).

If you choose to award the grant directly, please cc/ IICF on communications with the charity.

Impact Communications

IICF will ask the charity how they plan to use the donation and prepare a short story of impact for internal and social media communications.

We will include the funds you raise as part of the foundation's collective community impact. For instance, 'IICF together with its (named) corporate partners raised £200K for charity.'