

How to organise a collection

Organising a collection using tins and buckets is a great way to fundraise for Alzheimer's Society while also helping to raise awareness. Although it may seem like a daunting task, it's actually a simple way to raise money to support the Society's work.

Before you organise your collection, it's very important that you adhere to the Fundraising Code of Practice to avoid putting the Society's name into disrepute. There are different types of collections that you can organise, each with their own rules. For more information on the rules and types of collections, request our Collection fact sheet.



[Request a fundraising pack >](#)

How to get started

Alzheimer's Society's experienced team of fundraisers can help you with your collection; here are a few hints to help you get started:

1. Decide where you would like to hold your collection and ensure you adhere to the policy and guidance.
2. Get in touch with the Society to request your collection tins, buckets and authorization letter or use our order materials form.
3. Grab attention - maybe dress up or wear a Society t-shirt; either way ensure people see you and know who you are fundraising for!

Collection bucket's and tins can be ordered using the materials order form from your [fundraising pack](#), or by contacting your Community Fundraiser on community@alzheimers.org.uk or **0845 306 0898**.

Collecting on private property

Collecting on private property is the simplest way to go about holding a collection as it does not require a licence.

Choose a location

There are lots of great places to hold your collection. Make sure you choose a location which will be busy at the time you plan to collect donations.

Train stations, department stores, offices, concerts, football matches/other sporting events, and pubs are all good places to collect. You could even get a group together and hold a [pub crawl collection](#) on a Friday or Saturday night.

Get permission

- To collect on private property you must gain written permission from the landowner.
- We can provide you with a letter of authority which you can use when requesting permission. Please email community@alzheimers.org.uk or call 0845 306 0898 to request yours.

Grab attention

Try to think of ways to grab attention as you collect; draw in the donations and raise awareness of Alzheimer's Society at the same time.

- Order charity branded t-shirts, buckets, collection tins and more using the materials order form from [your fundraising pack](#).
- Wear fancy dress to attract attention
- Think about handing out favours, balloons, or Society lapel stickers in return for donations. Use the materials order form from [your fundraising pack](#) to request branded materials.

Next you need to think about adhering to the law and the [Fundraising Standards Guidelines](#) for organising a collection.

Collecting on public property

We do not actively encourage street collections as this can conflict with the activities of Alzheimer's Society in your local area. Some councils give only one licence to a particular charity during the year and our regional teams often organise major fundraising initiatives by collecting in the streets to raise funds for local services.

If you are going to collect in the street, it is essential that you check your activity does not conflict with collections planned by Alzheimer's Society. [Contact your local community fundraiser](#) to check your proposed collection dates.

Get permission

- To collect on public property you must obtain written permission from your local authority. This entails contacting the licensing department of the Council and filling in a form. You will then be issued with the licence. In many cases this process will be outlined on your local council's website.
- We can provide you with a letter of authority if necessary. Please email community@alzheimers.org.uk or call 0845 306 0898 to request yours.

Grab attention

Try to think of ways to grab attention as you collect; draw in the donations and raise awareness for Alzheimer's Society at the same time.

- Order charity branded t-shirts, buckets, collection tins and more using the materials order form from [your fundraising pack](#).
- Wear fancy dress to attract attention.
- Be sure to tell people that you are collecting for Alzheimer's Society and tell them a little bit about [what we do](#).

Next you need to think about adhering to the law and the [Fundraising Standards Guidelines](#) for organising a collection.

Fundraising Standards Guidelines

When organising a collection it is very important to abide by the law and by fundraising codes of practice.

You must...

- Be aware that the legal age for collecting money is 18 years in London, and 16 years elsewhere in the UK.
- Ensure that your collecting tins or buckets are sealed with stickers. Tins ordered from the events team will be sealed and buckets will be accompanied by stickers to secure the lid.
- Ensure that your collecting tins or buckets are numbered. If you are using tins or buckets provided by the events team these will be numbered for you.
- Have two individuals present when the seals are broken and the money is counted.
- Bank the money on the same day if at all possible. If not possible, it must be secured over night and banked the following day.
- Send your collection tins, a cheque for the amount raised and the completed donation form from your fundraising pack to Central Office:

Alzheimer's Society, Devon House, 58 St Katharine's Way, London, E1W 1JX

To order collecting buckets, tins or Alzheimer's Society t-shirts, please use the materials order form from [your fundraising pack](#), call us on 0845 306 0898 or email community@alzheimers.org.uk

Sending in your fundraising

When you have finished collecting please ensure that you return yourtins or buckets to our central office at the following address:

Alzheimer's Society
Devon House
58 St Katharine's Way
London
E1W 1JX

Banking your fundraising

You cannot safely send cash in the post, so please bank the donations you have collected in your personal bank account.

You should then either send a cheque, accompanied by the donation form from your fundraising pack, to our central office, or make a card payment.

To make a card payment please complete the card payment section of the donation form, or call us on **0845 306 0898** to make a payment over the the phone.

- [Download a copy of the donation form.](#)

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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