



THE ROYAL MARINES CHARITY



Fundraising Guide

How to fundraise for RMA – The Royal Marines Charity

Mission fundraise

Thank you for choosing to fundraise for RMA – The Royal Marines Charity. By raising funds for us you are ensuring that we can offer lifelong support to the Royal Marines Family.

We're here to support your fundraising journey – so if you need anything, please just ask.



The most important part of fundraising is not the activity, but the commitment to completing it



Getting started

Getting started can sometimes seem daunting, but we are here to help, so please just ask if you need any expert advice or support. This fundraising guide is a handy starting point; full of tips and information from how to plan a successful fundraising event, to spreading the word and promoting your challenge or activity.

Not sure how to begin? Here are some top tips for getting off to a hooping start...

Enjoy it

FUNdraising is named that for a reason! Whilst raising important funds, don't forget to enjoy the experience.

Make a plan

Making a plan will help your activity or event run smoothly. If needed, book your venue, source insurance, carry out a risk assessment and ensure everything complies with any special legal requirements.

Get online and shout about it

Create your online fundraising page and spread the word on social media, in local press and within the community.

We can support you

Our fundraising team is here to support you throughout. We're happy to talk at any time to assist with any questions you might have.

Scan the QR code, or email fundraising@rma-trmc.org



7 steps for success



Compete



Swim



Events



Bake



Collect

1

What's your fundraising 'mission' idea?

You may already have an idea in your head; or you may just want to 'do something'. Just remember that there are lots of ways you can raise money for us. Sometimes, the simplest and most basic to organise are the most successful.

Whether you're running a marathon or selling cakes, involving your family, friends and colleagues is a great way to turn a small idea into a large-scale team fundraiser.

The most important part of any fundraising is not the challenge or the activity, but the commitment to completing it!

2

Register with us

Once you've decided what you want to do, you'll need to register it with us by emailing fundraising@rma-trmc.org. We will then get in touch with you to see if you need any advice, support or further information.

We can advise you on the most effective ways to promote your fundraising mission and help you to maximise its fundraising potential. This might include setting up a fundraising page and QR code for you, creating posters, and offering advice on how to spread the word throughout the RM community.

We may also be able to link you in with a local RMA Branch for additional support.

3

Keep it safe and legal

As the organiser of an event, it is your responsibility to ensure the safety of yourself and everyone taking part, and that it is within the law. But don't be daunted by this. Our fundraising team is here to support and advise you. Having robust risk assessments and the correct licences and insurances in place will give you peace of mind in knowing that you are fully prepared.

You will need to be aware of the following:

Health & safety check, risk assessment & first aid

Fundraising events need to be adequately assessed to identify, minimise and control any risk to the public, or to those taking part. This could include anything from a risk assessment of the site or activity, to obtaining relevant licences from the council, or complying with food hygiene regulations.

Liability

We really appreciate what you are doing to raise vital funds for the Charity, but we need to stress that we cannot accept responsibility or liability for any loss or damage, or any personal injury or death arising out of any fundraising activity, including any liability arising from any negligence or oversight.

Insurance

When organising a fundraising event, you are responsible for taking the required steps to ensure that the event poses no risk to others. You should check that any buildings or equipment that you hire are also covered. Very often, insurance is included in the overall cost of hire, but not always. Additionally, certain events may need you to consider arranging public liability cover to protect you against any future claims.

Data protection

Ensure that any digital or physical records you keep about anyone involved in your fundraising event complies with *General Data Protection Regulations*. You must not keep any personal information about anyone unless absolutely necessary, and you must never share any personal data unless the individual has given their explicit consent.

Money collection licences

If you are planning a street collection, pub crawl or house-to-house collection, you will need to obtain a licence from your local authority (we can help with this). All collectors need to be over the age of 16. If you would like a collection tin for use on private property, please email fundraising@rma-trmc.org

Lotteries, prize draws and raffles

To run a lottery, prize draw or raffle, it is essential to comply with the strict legislation around such activity. If you are not sure, please ask our fundraising team. The latest rules and regulations can be found online at gamblingcommission.gov.uk. Donations from lotteries, prize draws or raffles are not eligible for *Gift Aid* because the donor will be receiving something in return for their donation.

Marketing

All your fundraising and publicity materials must include the words: 'Raising funds in aid of RMA – The Royal Marines Charity, Reg. Charity No. 1134205'. We are happy for you to use our logo — please email fundraising@rma-trmc.org

The Charity cannot authorise you to act as an agent for, or on behalf of, RMA – The Royal Marines Charity. Hence your fundraising and publicity materials cannot state or imply in any way that you 'represent' the Charity.

4

Fundraise online

This is an easy and convenient way to tell the story about your fundraising activity and why you are doing it. You can also use this to further promote what you will be doing, to take donation payments and thank people for their support.

Here are links to two online fundraising portals with helpful guides on creating your perfect fundraising page:



Some supporters decide to fundraise for more than one charity. There are ways to do this and split the proceeds once all donations have been received. If this is something you are considering, please contact our Fundraising team who can help advise you on how best to do this.

Alternatively, fundraisers sometimes choose to personally Crowdfund and then manually split the money between charities. This can be cumbersome and does not allow Gift Aid (so the Charity could lose 25% of potential donations). It is also worth noting that people often prefer to know that their donation is going to a specific charity.

5

Promote & share it!

Make sure that you tell everyone you are raising money for us! Here are a few ideas on how you can promote your fundraising activity:

Put it online

Create and share a page about your activity on social networks such as Facebook, Instagram or X. These pages are easily updated and can be linked to your donation page.

Tell your friends

Phone, text, WhatsApp, email, message, tweet or send a letter to let them know what you're doing.

Share within your community

Create posters and put them up in prominent places where they will be seen by as many people as possible. Ask your local supermarket, pub, church, café, school, library, club or shop if they have a noticeboard or window where they can display your poster. Don't forget to see if you can promote it at work, too.

Tell the local press

If you think your local newspaper, radio, community site or magazine might be interested in what you are doing, don't be shy — give them a call.

Request Charity fundraising support materials:

We have a number of resources that can help with your fundraising: leaflets, collection tins, car stickers, name badges, posters, sponsorship and donation forms, legacy forms, information booklets, t-shirts, wristbands, key rings, fundraising kits and banners. Please email fundraising@rma-trmc.org

6

Complete your challenge

If you have completed all of your preparation and everything is in place, then you will be free to concentrate on making it a huge success. Good luck! Go smash it!

7

Send in your donations

Once your activity is complete, the final step will be to send us all the funds you have raised!

Please remember to send your donations to us as quickly as possible after the event. The quicker we receive them, the quicker we can use it to support our beneficiaries.

You can send the pledged funds to the Charity by online donation at www.rma-trmc.org or by cheque made payable to 'RMA – The Royal Marines Charity' and posted to: The CHAMP Building, Commando Training Centre Royal Marines, Lympstone, Exmouth EX8 5AR.

Please also remember to email fundraising@rma-trmc.org with your results and images from the day/event, as we aim to include news stories of all successful challenges on our website.



Race



Yomp



Climb

Your help gives lifelong support

Our goal is to offer lifelong support to the entire Royal Marines Family, from Cadets to Serving Marines, Veterans and their wider families. The support we offer is tailored to the needs of the individual.

Why we need your support

Despite the withdrawal from Afghanistan, the Royal Marines remain deployed on duty, serving the nation around the globe 365 days a year — whether on anti-piracy duties, protecting the nuclear deterrent, guarding embassies, or forward deployed with Commando Force in support of Special Forces operations.

As the UK's hardest trained regular troops, Royal Marines provide 47% of UK Special Forces, despite only forming less than 4% of our whole defence forces, meaning they will always be at the sharp end. The consequences of which are increased risk of, and exposure to death, with a greater negative impact on family life.

This is where RMA – The Royal Marines Charity steps in.

We are the Royal Marines' own Charity & Association

Created by the Corps, operating within the Corps and for the Corps, the Charity is uniquely placed to provide the best support to the efficiency of the Corps, and to provide the quickest and most effective support to Corps Family members in need.

Uniquely placed to understand, respond and react to help enable Marines and families overcome their challenges such as life-changing injury or limiting illness, mental health issues, transition to civilian life and even poverty. We can target support to ensure no one is left behind, supporting the Royal Marines Family through:

- Comradeship through the Royal Marines Association
- Grants & Benevolence
- Mental Health & Wellbeing
- Alcohol Intervention and Dependency Issues
- Transition Support
- Employment & Education
- War Pensions & Armed Forces Compensation Scheme



22,372

Individuals of the RM Family were supported this year alone



Figures from 2022/23 Charity activities



Other ways to help

There are also lots of other ways that you and others may wish to support us — and they don't all involve galloping 30 miles across Dartmoor!

Donate or leave a legacy

Alternatively, you might wish to make a donation or leave a legacy. Or if you have another idea for how you can help, please let us know by getting in touch.

If you would like to find out how you can support us in other ways please visit www.rma-trmc.org

Is it your birthday?

Facebook offers a way to create a birthday fundraising page to help your friends celebrate your special day.

Visit the link below to start a Facebook fundraiser or look out for the prompt from Facebook close to your birthday!

[www.facebook.com/
TheRMCharity/fundraisers](http://www.facebook.com/TheRMCharity/fundraisers)

Join our fundraising community

[www.facebook.com/groups/
trmcfundraising](http://www.facebook.com/groups/trmcfundraising)

Ways to send in money

Find out all the information you need at www.rma-trmc.org/fundraising/



Contact

T: 023 9298 1920
W: rma-trmc.org

Join the conversation

- 👤 #RMfamily
- 📍 /TheRMcharity
- 📍 /TheRoyalMarinesAssociation
- 📍 @TheRMcharity

A proud part of:



RMA – The Royal Marines Charity is a Charity registered in England & Wales (1134205) and Scotland (SC048185) and is a charitable Company Limited by Guarantee (07142012)



Cycle

Paddle