



# Handbook

MAKING A DIFFERENCE ONE POUND AT A TIME

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## the idea

- Every year Oxford has around 15,000 ball goers, as well as holding countless events and trips. These are some of the best excuses to have a great time with absolutely no justification. But the frivolity of events contrasts with the reality of normal life, especially when looking around the streets of Oxford.
- There needs to be an intersection between our enjoyment and social responsibility, and we believe this need can be helped by the 'What's a Pound?' campaign:
- We are asking *you* to pledge to add £1 to the price of every ticket of your event and then donate this to a charity of your choice.
- 'What's a Pound?' is a simple yet effective way of raising money for local charities, with the hope of improving the lives of those in our community.
- We do not take a cut of the money you raise and so, as it is outside your budget, 100% of the money you raise will go to the people who need it the most!
- Homelessness in our city is a massive issue and has continued to escalate in recent years. These circumstances have been very influential in the development of 'What's a Pound?' Therefore, we would urge you to donate to help some of the amazing charities which address this key social issue within our community.
- However, event committees are welcome to choose *any* charitable cause they deem appropriate; the most important thing is that you get involved!

## How this could benefit you:

Involvement in the 'What's a Pound?' campaign will be rewarding in itself. However, if that's not enough here are some other great reasons to get involved:

- Possibility of attracting potential sponsors that are keen to be involved with events supporting charitable causes
- Help spread awareness and raise money for your selected charity.
- Increased advertisement of your event through our WAP social media presence. We pledge to advertise your event to our 2000 Facebook followers and growing Instagram following!

## But what do you get more specifically ?

**As part of our partnership we pledge to make *at least* three posts across our social media platforms:**

- 1. Collaboration announcement post** - official post linking your event to 'What's a Pound' once an official Pledge is made
  - E.g. 'Listen up guys! We've added another amazing brand to the WAP family - Alleviate Boxing who are donating to NHS Charities Together ! Head over to their page to check out some fantastic boxing gear '
- 2. Charity and event promotion post** - What's a Pound will post details about your chosen charity to continue spreading the word about the great work they are doing and further promote your event. This also brings attention to something unique to your event i.e a headline act or food stall!
- 3. Completed Donation post** - Once we have confirmation of receipt of your doantion we will publicise this across our social media platforms!

## 'how you can help us!

WE ARE BUZZING THAT YOU BELIEVE OUR CAMPAIGN IS AS IMPORTANT AS WE DO AND CAN'T WAIT TO WORK WITH YOU!

BUT THERE ARE A FEW THINGS YOU COULD DO TO HELP US SO WE CAN CONTINUE TO DO THE WORK WE DO.

**For us to continue to do the work we do, we need to keep spreading the 'What's a Pound' message and this is where you can help us:**

1. **Publicise your association with us** - on all of your marketing mediums and social media pages make it clear you are working with us through visibly displaying the 'What's a Pound?' seal!
2. **Marketing in the event** - allow us to market our fundraising campaign at your event so we can gain maximum exposure!
3. **Spread the message!** - join the 'What's a Pound club' and help us change the culture of Oxford's most renowned events to get social responsibility back on the agenda.

## What we need you to do:

**As part of our partnership we expect the following from you:**

1. **Partnership announcement post** - a post detailing that your event is working with 'What's a Pound', outlining some of the stuff we do and how others can get involved in supporting our campaign.
2. **Completed Total post** - a post informing exactly how much you have raised for your chosen charity and that you have raised it through working with us!

We really don't think this is too much to ask and we are more than happy to help make or answer any questions you have about these posts! We need your help to keep spreading our message!

# Next Steps guide:

THANK YOU FOR JOINING THE 'WHAT'S A POUND?' CAMPAIGN! WE REALLY APPRECIATE YOUR COMMITMENT AND CAN'T WAIT TO GET STARTED WORKING WITH YOU!

- **1. Return a signed pledge letter to confirm your commitment to our campaign**
  - please return a signed pledge letter to [events.whatsapound@gmail.com](mailto:events.whatsapound@gmail.com). This ensures mutual marketing and that 100% of the money raised goes to the charitable cause of your choosing!
  
- 2. Make sure you have read and agreed to the Legal Information attached**
  
- 3. Ensure that you have the 'What's a Pound' logo and a brief message about your partnership with us is included on your e-ticketing website**
  - This is essential for legal reasons (this is detailed further on the following page)
  
- 4. Place a statement of your commitment to the 'What's a Pound?' campaign on the confirmation email sent to guests after tickets are purchased**
  - To see exactly how you can fulfil this requirement please turn to the templates section for an example we have provided
  
- 5. Ensure your official Facebook page and website include some *clear* details explaining your event is working with 'What's a Pound?' and explaining what we do.**
  - We also require you to include our logo on any promotional literature and mediums used to advertise your event
  - To see exactly how you can fulfil this requirement please turn to the templates section for an example we have provided

# Legals

## SO BASICALLY, IN LEGAL TERMS...

- We're concerned with The Consumer Contracts Act (Information, Cancellation and Additional Charges) Regulations, 2013.
- It says that in a contract between a trader and a consumer no payment is payable in addition to the remuneration agreed for the trader's main obligation unless, before the consumer became bound by the contract, the trader obtained the consumer's express consent" (Regulation 40(1))

## ENGLISH PLEASE?!?!

- You can't just force someone to pay an extra pound EVEN if it's for charity(!) without their "express consent". In order to comply with this act, you must state that under the What's A Pound? campaign you are donating £1 from every ticket price to charity!
- Although "express consent" is not clearly defined by the act and Balls are somewhat of a grey area, we would recommend the following approach (see below!)

## what you need to do

- Phrase your involvement with What's a Pound? on Facebook AND at ticket sales like so:

"[INSERT EVENT NAME HERE] can't wait to be taking part in the What's a Pound? campaign! We will be donating £1 from every ticket to [INSERT CHOSEN CHARITY] and are so excited to see the difference we can make!"

- This will also require a disclaimer on your ticket sales. Here's the model we have made to make your life easier.

"By purchasing this ticket you are expressly consenting to donate £1 of your ticket sale to our charity [INSERT CHARITY NAME HERE] as part of the What's A Pound? Campaign"

- IF FOR ANY REASON YOU HAVE ANY ISSUES WITH THIS, PLEASE GET IN TOUCH AND WE'RE HAPPY TO ANSWER ANY QUESTIONS OR HELP OUT ALTERNATIVES IF NEED BE!

# Templates:

HERE ARE A FEW EXAMPLES OF THE TYPES OF MESSAGES YOU'LL NEED TO FULFIL YOUR COMMITMENT TO 'WHAT'S A POUND', ALL IN ONE PLACE TO MAKE YOUR LIFE EASIER!

- **Marketing post:** here is an example of the minimum we would expect from a marketing post:
  - "We are excited to announce that we have pledged to the 'What's a Pound?' Campaign. This means that £1 from each ticket we sell will be donated to [Insert charity]. Such a small donation can go a long way to helping people within our community."
- **E-ticketing website message:** to ensure you comply with the provisions set out in the legal section
  - "[INSERT EVENT NAME HERE] can't wait to be taking part in the What's a Pound? campaign! We will be donating £1 from every ticket to [INSERT CHOSEN CHARITY] and are so excited to see the difference we can make!  
By purchasing this ticket you are expressly consenting to donate £1 of your ticket sale to our charity [INSERT CHARITY NAME HERE] as part of the What's A Pound? Campaign"
- **Ticket confirmation email :**
  - - E.g. We are glad to donate £1 of your ticket price to [chosen charity] with the fundraising campaign, What's A Pound. Working with the 'What's A Pound?' Campaign is a reminder of how donating a little can help society a lot. We hope you enjoy your time at [Insert event name].

THESE ARE JUST SOME IDEAS TO GET YOU GOING AND WE ARE MORE THAN HAPPY TO HELP IN ANY WAY WE CAN ON ANY OF THE ABOVE AS WELL AS ANYTHING ELSE YOU HAVE MAY QUERIES ABOUT, DON'T HESITATE TO GET IN TOUCH!



# COVID-19 Response:

DURING AND FOLLOWING THE COVID-19 CRISIS WE'RE VERY AWARE THAT OUR PARTNERS, JUST LIKE US, WILL BE LOOKING FOR WAYS TO HELP WITH THE CRISIS IN ANY WAY THAT THEY CAN. SO WE HAVE COMPILED A LIST OF RECOMMENDED CHARITIES WHICH ARE DOING AMAZING WORK DURING THE CRISIS AND WHO WE COULD NOT RECOMMEND ENOUGH TO PARTNER WITH!

## NET CORONAVIRUS APPEAL (OR THE RELEVANT LOCAL COMMUNITY FOUNDATION)

[nationalemergenciestrust.org.uk/coronavirus/](http://nationalemergenciestrust.org.uk/coronavirus/)

The NET Coronavirus appeal distributes funds to local charities or organisations facing **particular strains right now as they struggle to provide their normal services as well as in many cases increased demand during the crisis**. The NET will be directing funds to those charities most in need of support right now including homelessness charities and food banks as well as those working with young carers and community groups for immigrant populations. Donating to this appeal helps to keep small charities afloat and providing their vital services and can be directly channelled into your local community by making a donation to your local community foundation, targeting charities in your area

## THE TRUSSELL TRUST

[www.trusselltrust.org](http://www.trusselltrust.org)

The Trussell Trust supports over 1200 food banks across the UK providing a lifeline for those struggling to feed themselves or their families. Two key features of the current crisis are an increase in **joblessness** and huge increases in panic buying both of which have hugely **increased the number of people turning to their local food banks** for help. As such, the Trussell Trust needs help right now!

## NHS CHARITIES TOGETHER

[www.trusselltrust.org](http://www.trusselltrust.org)

NHS Charities Together is an umbrella organisation of local NHS charities which works to fund major capital projects, research and medical equipment. They've launched a Covid-19 appeal which supports staff and volunteers caring for patients with coronavirus; across the country, donations have already funded the development of new diagnostic tests for Covid-19, iPads to allow families to talk to critically ill relatives in intensive care as well as providing hot meals for NHS staff forced to stay in hotels to protect their families during this dangerous period.

PLEASE TALK TO US IF YOU HAVE ANY QUESTIONS ABOUT THE WORK OF ANY OF THESE ORGANISATIONS OR ARE HAVING TROUBLE DECIDING WHO TO DONATE TO, WE'D BE HAPPY TO HELP!

*We'd like to see more of  
you...*

CHECK OUT OUR WEBSITE:

<https://www.whatsapound.com/>

CONTACT US!

- **Email:** [whatsapound@gmail.com](mailto:whatsapound@gmail.com)
- **Facebook:** <https://www.facebook.com/whatsapound/>
- **Instagram:** [@whatsapound\\_](https://www.instagram.com/whatsapound_/?hl=en)  
[https://www.instagram.com/whatsapound\\_/?hl=en](https://www.instagram.com/whatsapound_/?hl=en)