



Games like raffles, sweepstakes and charity lotteries can all be great ways to put a little fun in your fundraising. They're also some of the most regulated areas of fundraising.

We've created this handy guide to help you make sure that your gaming activities are safe, fair and legal.

Why is following the rules important?

Raffles, lotteries and other forms of gambling are regulated by the Gambling Commission. The Gambling Commission's objectives are:

- Ensuring that gambling is conducted in a fair and open way.
- Protecting children and other vulnerable people from being harmed or exploited by gambling.
- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.

Holding a raffle as part of another fundraising event

The safest and easiest way to hold a raffle is to hold an incidental lottery. This means a raffle that is held at a fundraising event such as those held at a charity dinner, festival or fete. For this type of raffle, you can use "cloakroom" style tickets. There are some rules which you must adhere to.

What you must do:

- Only sell tickets at the event – anyone at the event can purchase a ticket.
- Only take £100 maximum out of the profits of the draw to cover costs and prizes.
- Hold the draw at the event itself.

What you must not do:

- Sell tickets before the event, or to people not attending the event.
- Apply Gift Aid to the money – buying a ticket does not count as a donation.
- Rollovers are not permitted.

Holding a raffle outside of a fundraising event

If you are planning to hold a raffle and sell tickets in advance of the draw date, generally you will need to apply for a licence from your local authority to run a small society lottery. A small society lottery requires careful administration and the licence will come with conditions that you must follow. Licence conditions might include:

- A licence fee.
- Requirement to print tickets.
- A person registered as the 'promoter', who is responsible for the lottery and what must be printed on all tickets. You cannot register under Martlets as we hold our own lottery licence.
- A cap on the prize draw fund.
- A cap on the amount of funds that you can raise.
- Requirement to report financial information in a regulatory return to your local authority which must be signed by two members of your small society lottery.

There are some circumstances in which your raffle may be exempt from needing a licence, for example:

- Private society lotteries - where only members of the society and those on the society premises can participate.
- Work lotteries - only people who work together on the same premises may participate.
- Residents' lotteries - only people who live at the same premises may participate.
- Customer lotteries - only customers at the business premises may participate.

We advise you to contact your local authority licencing team well in advance of your draw to ensure you are adhering to the regulations

Free prize draws

Free prize draws are a great fundraising alternative as they aren't subject to the same tight regulations as raffles or lotteries. Free prize draws are similar to raffles, where people can enter to win a prize, but entries must be free. You can suggest a donation for entry. The bonus of this form of fundraising? The money you raise is eligible for Gift Aid!

'Free' entry is defined by any method of communication charged at the normal rate, including first- and second-class post.

It's easy for people to unwittingly create an illegal lottery, by not offering a truly free route of entry so if you have any questions, please talk to our helpful fundraising team.

Tombola's

A tombola is a form of raffle in which prizes are pre-assigned to winning tickets. Typically, numbered raffle tickets are used, with prizes allocated to all those ending in a particular digit (traditionally a five or a zero). Players pay for a ticket, which they then draw at random from a hat or tombola drum and can instantly see whether they have won a prize.

You do not require a licence to run a tombola however the tombola must take place during an event. All tickets need to be sold and drawn during the event.

Sweepstake

Sweepstakes can be run against many major competitions such as horse races, TV talent shows, sporting events and so on, but you need to bear a few points in mind:

- Sweepstakes are a workplace/resident's lottery which means they can only be run with employees/residents based in one particular residence or office.
- You must not sell entry on the street or house to house.
- Entries must be drawn at random.
- You need to decide before hosting your competition if the entry money will be split between the winner and the Charity, or if you are going to have a separate prize with all entry fees going to the Charity. Whichever approach you take, participants must be informed before they enter, and the host cannot make a profit.

Fundraising rules

We are grateful for your interest in raising funds for Martlets.

The following rules apply to all the gaming activities listed in this guide and by fundraising for us you agree to comply with them:

- You agree to organise gaming activities as an independent supporter of Martlets. You should therefore refer to raising money "in aid of" Martlets, rather than "on behalf of" our hospices.
- You may only use the Martlets logos for your gaming activities with our written permission, and in accordance with our brand guidelines. To apply for permission, you will need to let us know how you propose to use the Martlets name and/or logos on your own materials by emailing fundraising@martlets.org.uk and provide us

with examples and/or samples of such use if requested.

- You will be responsible for any costs, taxes or expenses incurred or arising in connection with your gaming activity.
- You will comply with any applicable laws and regulations relating to your gaming activity, including obtaining any necessary licenses, consents or permissions e.g. if you are holding a raffle or lottery.

Thank you so much for your support and best of luck with your fundraising!