

# Asda Fundraising Terms and Conditions

## **Asda Fundraising Policy – the rules and processes you need to follow to collect in our stores.**

We are proud to welcome cash collections, bag packing and awareness events by charities and good causes from our local community in our stores, benefitting thousands of groups each year.

Bookings are managed by our Community Champions, a colleague in each store who looks after our local charity and community work. You will never be charged to collect or bag pack in our stores.

As a busy retailer it's important that Asda always keep the needs of our customers at the heart of what we do, so these rules ensure that we are fair and consistent across all our stores and the experience is a positive one for our customers and collectors alike.

Our policies have been designed with the interests of our customers, relevant laws and best practice in mind. We take our responsibility to our customers seriously; failure to adhere to Asda's Fundraising Policy may lead to you being asked to leave the store and reported to the charity regulator if appropriate.

### **Who is eligible to collect?**

- Cash collections from local registered charities and not for profit good causes benefitting the local community. We also accept collectors from local branches of national charities. Our Community Champions must ensure they know or can visit the impact of your work locally.
- For Cash collections:
  - All collectors must be over the age of 18
  - No more than two collectors may be present at one time
  - When representing a local charity, the collector must have a badge which displays their name, the name of the charity they are collecting for, a letter of authorisation which displays the charity's registered charity number (if applicable) and be signed by the collector and charity
- For Bag Packing/belt loading:
  - The responsible adult on the collection day must be over 18
  - We try to offer customers a choice of non-manned tills, so the number of collectors will be limited by store size

### **Collectors must agree to:**

- Ensure all collection buckets or goblets are:
  - sealed
  - displaying the name of the recipient charity and registered charity number (if applicable)
  - charity's contact details
- Avoid causing disruption, congestion and nuisance to our customers
- Not smoke or fundraise under the influence of alcohol or illegal drugs
- Not pressurise customers to give their support
- Not approach customers that may be considered to be vulnerable adults
- When asked to do so by a customer, terminate your approach to them in a polite manner
- Be courteous at all times to customers and colleagues
- Be ready and willing to answer any questions put to them by customers about your charity's work
- Be honest about where the proceeds of the collection are going and how those proceeds will be used to support your charity's work
- Stay on store premises at all times whilst collecting
- Remain responsible for the cash and any display at all times

### **Use of official charity merchandise in fundraising:**

- Official merchandise must be less than £10 in value per item and can be given freely or with a suggested donation
- Official/branded merchandise only is permitted, hand-made items/trinkets are not permitted
- Intent to bring goods on to site must be communicated to the Community Champion before the day of collection. Images of the items must be sent to the Community Champion and approved before they are brought to site, if they have not had prior approval then they will not be able to be used in customer facing activity
- Accepted items include key rings, pens, lanyards, pin badges, information booklets, water bottles and stationery. Items outside of this list must be communicated and approved prior to bringing on site
- No food items or perishable goods are permitted unless the full ingredient list is displayed both on the product itself and printed and displayed next to the item

**Document Continues overleaf**

### **Use of card payment machines in fundraising:**

- Card payment machines can be used on Asda sites but charities must provide these themselves; charities can connect to Asda free wifi or provide their own connection
- One-off, low value donations are permitted only – transactions must be one per customer, below the value of £50
- Confirmation of how much the customer wishes to donate must be verbally agreed before payment is taken
- Collection of card details is not permitted; setting up direct debits or monthly payments is not permitted, these must be one-off donations only
- A poster displaying your contact details and organisation details must be displayed should customers wish to contact you once payment has been taken

### **We do not allow:**

- International charities or fundraising which is not benefitting the local community
  - Our customers overwhelmingly tell us they prefer to support their local community and this ensures that money donated stays where it is raised
- Paid fundraisers employed by a third-party company, collecting on behalf of a registered charity
  - We want to ensure that every penny of our customer's money benefits the good cause rather than the cost of fundraising, and our customers prefer to give directly to the local charity or good cause
- The collection of customer details including, but not limited to, financial information for direct debit or lotteries, and the taking of contact details to contact later
  - We prefer spontaneous donations rather than asking customers to make ongoing financial commitments when the primary purpose of their visit is to do their weekly shop
  - We do not permit the collection of customer details for direct debits
- 'Ad hoc' collections. All requests must be made as far in advance as possible, and a formal confirmation issued by the Asda Community Champion before any collection can take place
- Animals in store, with the exception of assistance dogs
- Homemade items/food to be given to customers, items must be official/branded merchandise only. If food is given to customers the full ingredient list is displayed both on the product itself and printed and displayed next to the item

### **How do I apply?**

- All applications must be made in writing or via email, on headed paper where appropriate, and an Asda Community Champion must have completed an 'In-Store Fundraising Booking Form' with your details and had it approved by a before confirmation will be offered
- If requesting on behalf of a charity, you must provide a 'Letter of Authorisation' from the charity that states you are officially collecting on their behalf
- If you intend to bring official merchandise to use within the fundraising please provide a full list to the Community Champion to approve before the date of collection
- Visitors must adhere to charity laws and follow best practice set out by the Fundraising Standards Board ([www.frsb.co.uk](http://www.frsb.co.uk))

### **On the day you must:**

- Sign in and out at the visitor/colleague entrance, where you will be issued with a visitor's badge, which must be worn at all times with your own ID
- Familiarise yourself with the parking restrictions for the store/depot upon arrival. Unfortunately Asda are unable to pay for or guarantee space for visitors
- Confirm with your Asda Community Champion the location for your collection on the day, which may include foyer, car park or other location
- The Asda Community Champion must be present throughout the time of collection
- Display your own ID and/or bring with you your letter of authorisation to collect from the charity you are supporting
- Bring your sealed, labelled collection buckets and supporting materials
- Complete the donation statement poster as provided by Asda; this gives customers your contact details and information about what the collection supports
- Remove all materials and cash at the end of your collection

**By accepting the donation of space to support fundraising, you are agreeing to these terms and conditions. If you have a concern with these requirements please reach out to the Asda Community Champion and speak to them about your concerns.**

**Failure to adhere to Asda's Fundraising Policy may lead to you being asked to leave the store, blocked from receiving donations from Asda in the future and reported to the charity regulator if appropriate.**

***Please do not reply to this email***

