



STRUMMERVILLE

Organising a fundraising event

Thanks for enquiring about holding an event to raise money for Strummerville. Organising your own event is one of the main ways that people can get involved and support us.

Most events that are organised take the form of gigs or concerts, but our supporters fundraise in all sorts of ways, from running marathons to sponsored Music-a-thons.

Best of luck with all your organising and we hope that night goes well!

Before your event

If you're planning an event, get in touch at info@strummerville.com to let us know what you have planned so we can advertise it on our website. Please leave plenty of time before your event to do this.

Promotional text

If you want to explain what we raise money for, we can send you a paragraph about our mission, or alternatively you can use the text that is on the website.

Guidelines for publicity

The Strummerville name and reputation are very precious to us, so we just have a few quick rules and guidelines about how you can use our name and logo in relation to your event. **All publicity materials (eg, artwork, fliers, poster, line up etc) must be sent to info@strummerville.com for approval before they are released.**

Use of our name and logo - We are very happy for you to use our logo on your publicity, but it must be clear that the event is to raise money for Strummerville, not organised by us.

The main consideration is that the name 'Strummerville' should not be used in the title of your event, as this can be confusing for people attending.

Strummerville logo can be used at bottom of fliers and posters but should not be too large or used as the image for the event. Please email us to get a copy of our logo.

Your publicity materials must show the following phrasing wherever you use our logo –

“Raising funds in aid of Strummerville: The Joe Strummer Foundation For New Music. Strummerville are not involved in the organisation of this event.”

On all publicity, it is a legal requirement that you state that Strummerville is a registered charity and display the **Registered Charity Number – 1104165**

The Joe Strummer Foundation For New Music
www.strummerville.com
Registered Charity Number: 1104165
22a Stable Way, London W10 6QX
Tel: 0208 962 8793 email: info@strummerville.com



Our Requirements

Strummerville WILL NOT be associated with any events that

- Contain any fascist, racist or discriminatory content.
- Use the Strummerville name for commercial gain
- Promote violent, aggressive or intimidating behaviour

After your event

Firstly, and most importantly ... let us know how it went!

Donating your proceeds – There are a number of ways of getting the proceeds to Strummerville. The easiest ways are by cheque, Paypal or bank transfer. Please email us after your event to arrange the method that works best for you.

Please Note - If you are donating money from a fundraising event held outside the UK, there may be special considerations to take into account, so make sure you get in touch about this well in advance of the date of your event.

Please bear in mind that funds donated to Strummerville are allocated to causes at the charity's discretion and we will not be able to consult with you on where the funds will go unless this can be agreed by prior arrangement.

Finally, a few legal bits and pieces

- Remember, whilst we appreciate your support, Strummerville cannot and will not accept liability for any fundraising activity or event you undertake in our aid. If you need insurance, you will need to take it out yourself.
- Don't carry out house to house collections - it is illegal without a special licence.
- Don't collect money in the street or any other public place without a licence from your local authority.
- There are specific legal implications if you are organising a lottery prize draw or raffle. Please contact us separately for details on this.
- Licences - Check with your local authority whether you need to obtain any special licences, eg public entertainment, collection or alcohol licences.