Hello!

Thank you for choosing to support the Reading Real Estate Foundation (RREF), our unique educational charity was established in the early 2000s to support Real Estate & Planning education at Henley Business School, University of Reading.

In the following pages you will find lots of ideas to get involved with your colleagues and friends in supporting us – from hosting an event to individual challenges. We hope you enjoy fundraising for us, and we are delighted to welcome you to the team!

Why we need you
Every pound raised goes to helping us support and deliver a world class real estate education and ensure that the best minds can study for a degree in real estate and planning, regardless of their financial means and their background.

Giving you a helping hand
As a member of our fundraising team we will be happy to provide guidance on organising your events, fundraising for it and supplying resources to help you out.

For information, advice or if you just need some moral support, give us a call on 0118 378 4195 or drop us an email at RREF-development@henley.ac.uk

Now all that’s left to say is good luck and over to you ...

Best wishes,
Dr Paola Tinti
Head of Fundraising
So what’s inside this pack?

- Fundraising ideas
- Powering up your fundraising
- Pathways to Property
- Supporting Mental Health
- Your year ahead
- Keep it safe and legal
- Paying your money
- Notes
Fundraising Ideas

Bake it up!
An oldie, but a goodie, organise a cake sale or even host an interdepartmental bake-off? Cake cutters at noon anyone...

Sponsored Activity?
Get sponsored for a run, walk, or any competitive activity, or arrange an Iron-Man style challenge in the office and charge a fee!

Quizmaster or taskmaster?
However, you like your quizzes, fun, friendly or hard set up a games night of your favourites and raise some pennies!

Dance the night away!
How long can you cha-cha, rumba, or just shuffle your feet? Go all out and make it your own Strictly dream night!

May the best Chef win?!
Release your inner Ramsay or Nigella and raise some cash whilst getting together ‘Come Dine with Me’ style with your family and friends, charge an entrance fee to participate and voila! Why not take it to the next level and film the comments....

Film Night!
Host a cinematic extravaganza in your garden or living room if it’s chilly. Run a vote for the film, throw in some throws and comfy seats and just charge a fee for refreshments and nibbles.

Cocktail hour anyone?
Brush up on some cocktail skills and get challenged by your friends, family, or colleagues to make the correct drink. How many will you get right?
Boost your Fundraising

Here are some hints and tips to help you take your fundraising even further!

Need some basics?
If you need some help with resources such branded material or posters, don’t hesitate to get in touch with us and we will be happy to help get you some branded materials.

Spread the word
Promoting your events will help you shout about your efforts and ultimately raise more money for RREF. Talk to friends, family, use department notices even talk to local news if you fancy!

Get Social!
Share your fundraising efforts on Facebook, Twitter, and Instagram, even LinkedIn! Don’t forget to share/tag RREF, we’re on all major social platforms.

Make giving a doddle!
Make it as easy for your supporters to give, why not set up a fund where all donations can be collected and then shared with us. Do encourage GiftAid on donations as well, as for every £1 we can get 25p more from HMRC at no cost to them if they are a taxpayer!
Pathways to Property – Opening up Real Estate

Launched in 2012, the Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector. Led by RREF, the project was established as a response to the recognised lack of diversity in the industry.

Through a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to opportunities within the property industry. Since our project outreach began, we have;

- Attended 274 Events
- Engaged 19,571 Students
- And 3,791 Teachers

Pathways runs an annual Summer School for 100 students to come on campus for 4 days to experience university life, learn more about the sector and meet people from the industry, visit development sites and work in groups, all participants are offered the opportunity to undertake one week work placements, and we stay in touch to see how they get on as they move on to Uni.

Since 2012, 271 work experience placements have been arranged for Summer School participants.

701 students have completed the Summer School, since 2012.

Of Summer School participants who completed their A-Levels, 24% (144) are studying or work in property.
Mental Health is Important.

Which is why back in 2018 RREF launched and funded a two year pilot programme of activity to support Real Estate and Planning students in improving their mental health and developing their capabilities for future resilience as professionals.

This pilot scheme provided a dedicated student welfare professional as a local resource within the Real Estate & Planning Department at Henley Business School, delivering one-to-one sessions for those students in greater need, as well as a programme of activities to increase students’ resilience.

This has become an important and vital programme in developing and supporting students, and has proved a strong success in the department, with academics recognising the importance of the pilot in delivering help to those students who need it.

“As Director of Academic Tutoring I have worked closely with this programme and have evidence of how effective the individual tutorials can be. I have regularly referred both my own tutees and students with extenuating circumstances for essential 1-2-1 sessions. Here, they can focus on their difficulties.”

Professor Angela Cropley, Director of Academic Tutoring, Associate Professor in Real Estate and Planning

With limited funding available by choosing to fundraise and support RREF you can help us to continue to provide the support to build students’ resilience, enabling them to progress through their academic studies and preparing them for their work life in the industry.
Use this handy planner to help you stay organised throughout the year – whether you’re planning a jumble sale in January or a disco in December.

To get you started, here are some questions you might want to think about:

- **WHERE** will it happen?
- **WHO** is going to come?
- **WHAT** do you need?
- **HOW** will you raise money?

And remember, you can always call us on 0118 378 4195 or email at RREF-development@henley.ac.uk
Fundraising it’s all about having fun and raising money, right? Of course, but it’s also subject to laws and legislation.

Don’t worry though we’ve collected this need-to-know info for you.

Collections

Collections are a great way to raise money, especially in a busy area. However, if you’re planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority (Northern Ireland has slightly different regulations).

Before you approach your Local Authority for a license, please advise us of your plans and await approval. Licenses are not required on privately owned land — just ensure you have the permission of the owner or business.

Raffles and lotteries

Raffles, lotteries, and prize draws are all governed by legislation so be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.
Insurance

When you organise a fundraising event, you’re responsible for making sure it poses no risk to others. That’s why we’d recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, RREF’s own policy won’t cover you.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display, and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don’t keep information about people any longer than you have to, and don’t share information or data about someone without their permission. Key principles to consider regarding data are that is:

- used fairly, lawfully, and transparently
- used for specified, explicit purposes
- used in a way that is adequate, relevant, and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary
- handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction, or damage

For further details of on Data Protection and the law please refer to the government site here: https://www.gov.uk/data-protection

Need some more advice?

If you have any further questions or want some more help please feel free to call us on 0118 378 4195 and we’ll be happy to help guide you in the right direction.
Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to the Reading Real Estate Foundation.

**Head to the bank**
If you’d like to make a donation in person, you can pay in cash and cheques at any Barclays bank with the details below:

- **Bank:** Barclays Bank
- **Address:** 90-93 Broad Street, Reading, RG1 2AP
- **Account Name:** Reading Real Estate Foundation
- **Account No:** 03287858
- **Sort Code:** 20-71-29
- **BIC/SWIFT:** BARCGB22
- **IBAN:** GB39 BARC 2071 2903 2878 58

Call us on 0118 378 4195 or email RREF-development@henley.ac.uk and leave your details with us so that we can send you an acknowledgement letter.

**Hop online**
You can also pay your money in to us directly through our RREF donation page or you can make a bank transfer or BACS payment. Just contact us on RREF-development@henley.ac.uk if you need any help or further information.

**Pop to the post box**
Cheques made payable to Reading Real Estate Foundation. Please make sure you include the donation form included in the pack and don’t forget to tell us about your amazing fundraising efforts.
Donation Form

Personal Details (please complete)
Your name and address

Email
Telephone

I would like information about making a bequest to RREF
I wish my gift to remain anonymous

I would like my gift to be directed towards....
Where the need is greatest[ ] Widening Participation[ ] Research[ ] Student Support[ ] Teaching and Learning[ ] Other (please specify) ..........................................................

Gift Aid Declaration
Boost your donation by 25p for every £1 you donate – just tick the box below.

[ ] I want to Gift Aid this donation and any donations I make in the future or have made in the past 4 years to Reading Real Estate Foundation. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify us if you: Wish to cancel this declaration/Change your name or home address/No longer pay sufficient tax on your income and/or capital gains.

Single Gift
I would like to single donation to the Reading Real Estate Foundation
£100[ ] £250[ ] £500[ ] £1000[ ] other .................

[ ] I would like to pay by cheque

Please make cheques payable to Reading Real Estate Foundation

If you would like to make your donation by debit or credit card you can do this at www.henley.ac.uk/rref

Regular Gift by Direct Debit
I would like to make donation by Direct Debit of:

£5[ ] £10[ ] £15[ ] £25[ ] £50[ ] £67[ ] £83[ ]

other (please specify)

Per month/quarter/half-yearly/year (please specify)
Starting on date 01 — —
Or 15 — —

Please choose either the 1st or 15th and allow 21 days for your gift to be processed.

Instruction to your Bank or Building Society to Pay by Direct Debit

Service User Number 69 12 13
CAF, Kings Hill, West Malling, Kent, ME19, 4TA
Account Holder Name

Bank/Building Society Account Number

Branch Sort Code — — — — — —

Name and full address of your Bank/Building Society

To the Manager

Address

Postcode

Instruction to your bank or building society
Please pay CAF re Reading Real Estate Foundation Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain within CAF re Reading Real Estate Foundation and if so, details will be passed electronically to my bank/building society.

Signature(s): — — Date: — —

Payment will appear on your statement as ‘Charity Donation’ as we are using Charities Aid Foundation (CAF) to process your Direct Debit on our behalf. Banks and Building Societies may not accept Direct Debit Instructions for some types of account.

Thank You — Your support is much appreciated.

Please return this completed form to:
Reading Real Estate Foundation
Henley Business School, Whiteknights,
University of Reading, Reading,
RG6 6UD, UK

Your personal information will be held securely and will only be used for related academic, educational, development and fundraising purposes by Reading Real Estate Foundation and the University of Reading and, with its specific consent, by its contractors.

This guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.

If there are any changes to the amount, date or frequency of your Direct Debit CAF re Reading Real Estate Foundation will notify you 10 working days in advance of your account being debited or, as otherwise agreed.

If you request CAF re Reading Real Estate Foundation to collect a payment, confirmation of the amount and date will be given to you at the time of the request.

If an error is made in the payment of your Direct Debit by CAF re Reading Real Estate Foundation or your bank or building society, you are entitled to receive a full and immediate refund of the amount paid from your bank or building society.

If you receive a refund you are not entitled to, you must pay it back when CAF re Reading Real Estate Foundation asks you to.

You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

Returning the Form

The Direct Debit Guarantee

©Reading Real Estate Foundation, Henley Business School, University of Reading 2020

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You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.
**Personal Details (please complete)**

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Please return the completed form to: Reading Real Estate Foundation, Henley Business School, Whiteknights, University of Reading, Reading, RG6 6BD, UK

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**Boost your gift!**

Do you pay tax? Help us by boosting your donation by 25p for every £1 you donate with Gift Aid.
If I have ticked the box headed 'Gift Aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Reading Real Estate Foundation to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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*Please fill in your name and home address in your own writing otherwise we can’t claim Gift Aid*

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**Date paid to charity**

By submitting this form you agree to us recording your details on our database, so we can provide you with the best possible support every time you contact us. We will also contact you from time to time by phone, email, text or post to tell you about how we can support you and how you can get involved with our work. Your details will be kept securely and will only be shared with our appropriate partners and/or used for fundraising if you have agreed. If you prefer us not to use your details in this way, you can email research@henley.ac.uk or telephone us at Reading Real Estate Foundation, Henley Business School, Whiteknights, University of Reading, Reading RG6 6BD, UK.
Would your employer match fund your donation?

It is always worth checking as lots of corporates will match £ for £ an employee’s gift, or a set percentage.